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THE NATIONAL NEWSPAPER OF MARKETING

Deepfreeze Will Close in March; Cancels All Ads

CHICAGO, Dec. 22—The Deepfreeze Appliance division of Motor Products Corp., a leading manufacturer of home freezers, will go out of business March 31, 1956, the company announced yesterday.

R. D. Schwartz, advertising manager of Deepfreeze, told AA that all of the division's advertising has been stopped. "Our agency, Roche, Williams & Cleary, was notified yesterday to halt production on all ads," Mr. Schwartz said. "Deepfreeze is out of business and the division will do no more advertising."

Mr. Schwartz told AA that the decision to close Deepfreeze came as a complete surprise to the division, which is located in suburban North Chicago. He said the 1956 advertising budgets, sales programs and other plans for the new year had been approved before the shut-down announcement came through from Motor Products headquarters in Detroit.

■ Deepfreeze's '56 budget amounted to $500,000, Mr. Schwartz said. During the current year, the company spent $400,000 on advertising. Deepfreeze used trade publications and national magazines. A wider variety of ad media was used in the company's co-op program with dealers.

Roche, Williams just regained the account two weeks ago (AA, Dec. 12) after losing it a year ago to Brooke, Smith, French & Dor-

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Pabst 'Diversifies'; Adds Grey and JWT to Agency Roster

CHICAGO, Dec. 21—Pabst Brewing Co. today named two agencies to the Eastside beer and Hoffman beverage accounts which Warwick & Legler, New York, resigned last week.

Effective March 1, J. Walter Thompson Co. (Los Angeles and San Francisco offices) will handle advertising for Eastside, and Grey Advertising, New York, will be agency for the Newark-based Hoffman Beverage Co. (*For additional news about Grey see Page* 2.)

This brings the Pabst roster of advertising agencies to three: Leo Burnett Co. officially will take over the Pabst Blue Ribbon beer account from Warwick & Legler at the turn of the year.

■ Still unsettled is the fate of Pabst Sparkling Beverages, year-old line of low-calorie soft drinks. This line also is virtually certain to be reassigned, though Warwick & Legler still officially handles it.

"Diversification" was the reason given by Pabst for naming Burnett to the Blue Ribbon account two months ago (AA, Oct. 10), and the company gave the same reason for adding JWT and Grey to its agency list. Initiative for the latest shuffle, however, came from the Warwick agency, which last week resigned the Eastside and Hoffman accounts so it could negotiate with competitive advertisers.

The Eastside appointment marks J. Walter Thompson's re-entry into the beer advertising picture after a 10-months' absence. JWT left the field when it lost the Ballantine account, which it had held for 20 years (AA, Feb. 7).

SOFT SELL—*This color page in the Dec. 26-Jan. 2 Christianity issue of Life uses minimum copy and none of the usual pictures of other Pillsbury products. Leo Burnett Co. is the agency.*

Detroit Dailies' Strike Continues; 'Parade' Rebates

DETROIT, Dec. 23—Settlement of the strikes against the three Detroit newspapers will not come until after Christmas at the earliest.

The three dailies—*Detroit Free Press, Detroit Times* and *Detroit News*—were closed Dec. 1 when the stereotypers struck. Last week the mailers and printers also went out.

The publishers reached a settlement with two unions whose contracts also had expired—the pressmen and the paper and plate handlers. The unions accepted a $3.75 weekly wage increase and agreed to a March 1, '57, expiration date for their contract.

Detroit merchants have suffered a distinct loss of business during the strike, which cut deeply into their Christmas revenues. The larger department stores bought up all available radio and tv time and enjoyed some good business days, but smaller stores were hard hit.

The *Detroit Reporter*, published

(*Continued on Page* 8)

Facing $1,000,000 Judgment Threat...

R&R Reply Hits Conduct of Chancery Hearings, Says Case Was 'Prejudged'

CHICAGO, Dec. 20—Attorneys for Ruthrauff & Ryan today charged that Llewellyn A. Wescott, superior court master in chancery, did not give R&R a fair and impartial hearing in connection with P. P. (Pete) Willis' $1,000,000 lawsuit against the agency. Master Wescott "prejudged" the case against R&R before any evidence was adduced, the agency said.

The charges were among 171 objections contained in a 42-page petition filed with Master Wescott today by R&R lawyers. The objections attack a report handed down by the master last week (AA, Dec. 19). In it he ruled in favor of Mr. Willis. Mr. Willis claims the money represents commissions due him from the American Airlines account, which he brought to R&R in 1938. (The account last February moved to Lennen & Newell.)

A hearing on the objections will be held Jan. 17 before Master Wescott. William H. Murphy, attorney for Mr. Willis, refused to comment on the objections. Eugene A. Busch, one of R&R's attorneys, likewise declined to discuss the petition or to elaborate on any of the objections. He did say, however, that R&R objected to the entire master's report.

In his ruling last week, Master

(*Continued on Page* 8)

General Mills Puts All Betty Crocker Mixes in BBDO Oven

MINNEAPOLIS, Dec. 23—General Mills will consolidate consumer advertising for all its Betty Crocker baking mixes with one agency —Batten, Barton, Durstine & Osborn—effective June 1, 1956.

At that time BBDO will take over Betty Crocker pie crust mix from Knox Reeves, Advertising, Minneapolis, and Betty Crocker Answer Cake mixes from Tatham-Laird, Chicago.

■ BBDO now handles the Betty Crocker cake mixes, cookie mixes and frosting mixes.

Only mix not in the BBDO fold, but also not a Betty Crocker product, is Bisquick, which is handled by Knox Reeves.

According to James Fish, General Mills ad director, moving the two additional Betty Crocker products to BBDO "was done solely because of our desire to consolidate products using this trade name under one tent."

He declined to disclose the billing on any single Betty Crocker product or on all products.

Volume Was Key to Postwar Profits, Ford Says in First Stock Prospectus

Big Earnings Came When Sales Passed 1,500,000 Cars, Company Tells SEC

WASHINGTON, Dec. 21—With a $312,200,000 consolidated net income for nine months of 1955 as "Exhibit A," Ford Motor Co. today declared its faith in high volume operation as the chief factor influencing profitable operations in the automobile business.

Lifting the curtain on its operations for the first time in its 52-year history, Ford told the Securities and Exchange Commission it suffered a cumulative net loss for the period 1931 to 1941, and a loss of $8,100,000 for postwar year 1946. Ford profits mounted spectacularly since 1946, hitting peaks chiefly in years when sales were in excess of 1,500,000 cars.

■ When the $8,100,000 loss was incurred in 1946, Ford was selling 456,028 cars. In 1947, when it sold 747,981 cars, the company made $62,700,000. Between 1949 and 1950, when sales jumped from 1,078,456 to 1,555,022, profits zoomed from $177,100,000 to $260,300,000.

Again in 1951 and 1952, when volume was curtailed because of the Korean fighting, profits dipped to $126,100,000 and $116,900,000 respectively. But in the three succeeding years, when volume has always been in excess of 1,500,000 units, profits were $165,800,000, $227,800,000 and $312,200,000 (for 9 months of 1955).

■ Ford's statement, a preliminary prospectus to clear the way for a 10,200,000 share stock offering to the public, said, "Earnings are dependent to an unusual degree on the volume of sales, and fluctuations in sales generally cause relatively large fluctuations in earnings."

The prospectus also points out that prior to 1946 the company was operated under a highly centralized management, with both policy and operational responsibility largely centered in the chief executive position. Pursuant to a policy initiated in 1946, the prospectus said, management has been decentralized. Operations are conducted through 16 divisions, each of which, subject to the directions and control of the board of directors and executive committee, operates with its own management and staff.

The genius of Henry Ford II,

(*Continued on Page* 39)

After One Year...

ARF's Broadcast Ratings Report Has Had Little Impact, Pollsters Find

'Hotel-Room' Standards Haven't Affected Sales or Methods, They Assert

By Maurine Christopher

NEW YORK, Dec. 23—Three out of six of the leading broadcast researchers think nothing was accomplished by the release of the Advertising Research Foundation's report on radio-tv rating methods a year ago today.

Three others believe that the report, compiled by a tripartite subcommittee headed by G. Maxwell Ule of Kenyon & Eckhardt, has been beneficial. But their words of praise are somewhat restrained.

At the time of its release, the report, which listed 22 suggested standards for rating services and stated the "potential of each of the current program audience size measurement methods when practiced to their fullest practical potential," was blasted by some of the researchers. The pollsters' criticisms were incorporated in the appendix to the 70-page booklet.

■ The controversy that followed was highlighted by charges that the committee had put together a fine promotion piece for A. C. Nielsen Co., since its recorder met more of the 22 standards than any other technique. However, nobody seems to have been hurt financially by failure to meet the specifications. All the major companies report that business is better this year than it was last.

Nobody has made a basic change in his measurement technique, although The Pulse, American Research Bureau and A. C. Nielsen Co. have each instituted some revisions that were suggested by the ARF committee.

But in general everybody is op-

(*Continued on Page* 42)

Last Minute News Flashes

Mennen, K&E Split; McCann Gets Part of Account

MORRISTOWN, N. J., Dec. 23—The Mennen Co. and Kenyon & Eckhardt will announce next week the "termination by mutual consent" of their advertising contract, effective March 31, '56. K&E has been handling Skin Bracer, Spray deodorant and other men's toiletries. Mennen told AA today that part of the account would move to McCann-Erickson, which already has some Mennen business. The remainder will go to an agency to be named later.

Comet Rice Mills Appoints Grant Advertising

HOUSTON, Dec. 23—Comet Rice Mills has named Grant Advertising, Chicago, to handle all of its advertising, effective Jan. 1. Gardner Advertising, St. Louis, has been the agency for Comet's pre-fluffed rice since last October, while Tracy-Locke, Dallas, now handles long-grain and regular rice advertising.

Proctor Electric Promotes Rambo

PHILADELPHIA, Dec. 23—William Y. E. Rambo has been named advertising manager of Proctor Electric Co., a newly created position. He has been Proctor's sales promotion manager since October, 1954.

(*Additional News Flashes on Page* 43)

Grey Advertising Adds Accounts at $8,000,000 Clip

NEW YORK, Dec. 21—Next month Lawrence Valenstein, president of Grey Advertising Agency, is slated to talk to the fifth annual dinner of the League of Advertising Agencies on "What Makes an Agency Grow?"

Based on the last few years, Mr. Valenstein certainly ought to be able to answer the question—because Grey's hot.

Take the last few months as an example: Grey had just packed away Hoffman Beverages (a Pabst subsidiary); earlier it grabbed Whitehall Pharmacal's Kolynos toothpaste, Calvert Distillers' Calvert Reserve and gin, Ideal Toy Corp., H. D. Lee Co., Lionel Corp.'s trains (it already had Lionel's Linex division), Chock Full O'Nuts coffee, Dobbs division of Hat Corp. and *Collier's* and *Good Housekeeping*.

That's more than $8,000,000 in new business this year.

And notice something else: only H. D. Lee (which makes work clothing) and Dobbs can be considered "soft goods" accounts. The record shows that the agency made good on a determined effort at diversification.

■ Only a few years ago Grey suffered from its own success. It had been good at handling soft goods, lining up department stores and doing intensive retail promotions. And it found itself tagged as a "soft goods agency"; the lucra-

(*Continued on Page* 7)

BROADWAY'S LATEST SPECTACULAR—*Trans World Airlines' new spectacular at Broadway & 43rd St., New York, is surmounted by a perfect scale model of a TWA Super-G Constellation in flight. The sign is 75' high and 100' long, nearly four times as high as the two-story building on which it stands.*

For Deductible Ad Expenditure, Go to Africa, Young Man

WASHINGTON, Dec. 20—The government today came through with an unusual Christmas present for Madison Ave. It came in the form of a new tax-deduction wrinkle.

The U.S. Tax Court ruled that a person may deduct the cost of an African safari on his income-tax return, if the hunting helped promote his business.

It thus upheld the Sanitary Farms Dairy, Erie, Pa., which deducted $16,818 in big-game hunting expenses on its 1950 return. The court overruled the Internal Revenue Service, which insisted the safari item was illegal. The court said the hunt was "extremely good advertising at a relative low cost."

2-Month 'Vacation' Settles Kahn-Brown Agency Switch Suit

NEW YORK, Dec. 21—The Kahn-Brown case, one of the more unusual contests between agency and account exec, reached its own very special conclusion last week. Here's how it all worked out:

Early this year an account executive by the name of Jerome Brown switched agencies. He transferred on Feb. 7 from George N. Kahn Co. to Mervin & Jesse Levine Inc.

Shortly thereafter, a Kahn client made the same switch, when Gordon-Corpuel Inc., maker of Kay MacDowell coats, followed Mr. Brown to the Levine agency.

■ Now it seems that when he joined the Kahn agency Mr. Brown signed a contract which had a restrictive clause. This clause stipulated that, if and when he left Kahn, Mr. Brown would not for a period of one year accept employment with any agency handling a client previously "serviced or solicited" by Kahn.

After losing both Mr. Brown and the Gordon-Corpuel account, George N. Kahn, president of the agency, sued on the grounds of violation of contract. Mr. Brown, Gordon-Corpuel and the Levine agency were all named as defendants (AA, July 25; Aug. 8).

The action, filed in New York state supreme court, charged that Mr. Brown had "induced" Gordon-Corpuel to leave Kahn for Levine and asked the court to force Mr. Brown to stick to the terms of his contract.

■ At first the Levine agency denied that Mr. Brown had done any inducing. Mr. Brown and his new employer were also preparing to challenge the legality of the restrictive clause in the contract.

Last week, however, an out-of-court settlement was reached. Mr.

(*Continued on Page* 45)

AGAR'S NEW DRESS—*The Agar Packing Co., Chicago, which recently redesigned packages for its entire line of pork products, announced the change in this full-color ad in the Chicago Tribune. More ads will follow in 1956 although the schedule has not been set. Rogers & Smith, Chicago, is the agency.*

Agar Develops New Packages for Full Line of Meat Items

CHICAGO, Dec. 20—Agar Packing Co., an old and established packer of pork products here, has come up with new packages for its entire line of more than 40 products.

For the last seven years or more, Agar packages have played up the "Orelwood" brand name. This brand name has been dropped completely, John J. Hewitt, Agar ad manager, said. He told AA that the name "Orelwood" is meaningless, and that no one seems to know how it originated.

The new packages emphasize the Agar name in black letters written across a red and white striped meat chopping block. The background consists of a yellow brick pattern.

The company disclosed the change in a full-color page last week in the *Chicago Tribune*. Mr. Hewitt told AA that other ads announcing the packaging change, and playing up individual company products, will be run in 1956. The schedule has not yet been completed, he said.

■ "The company has felt for some time that its packages should be brought up to modern day standards," Mr. Hewitt said. "For the last six months, company officials have worked closely with Agar's agency, Rogers & Smith, and the new design for the packages was developed."

The chopping block symbol was chosen because Agar felt it would tie up company products to good, old-fashioned custom-cured meats, he said.

Agar has been a regional advertiser for the last three or four years, although the company has done some national advertising. Agar products are distributed, mostly through food store chains, in many major cities throughout the U. S.

'Crib to School' Catalog Produced by Youth Brands

Youth Brands Inc., 344 E. 32nd St., New York, has published its first "Crib to School" mail order catalog. Promotion for the 50-page catalog of products for the one-to-six market includes magazine ads, tv spots and direct mail.

The company plans to publish three editions of the catalog each year: spring-summer, fall-winter, and a Christmas supplement.

Armour's Oleo Ads Exempt from FTC Rule, Examiner Says

WASHINGTON, Dec. 23—A Federal Trade Commission hearing examiner ruled today that the commission has no jurisdiction over Armour & Co.'s advertising for Cloverbloom 99 margarine.

While other margarines are clearly under FTC control under the Margarine Law of 1950, Examiner Abner E. Lipscomb said Armour, as a meat packer, is subject only to the authority of the Secretary of Agriculture, under the Packers & Stockyards Act.

The jurisdictional issue was raised as FTC opened fire on Cloverbloom 99 ads which used the term "churned a full hour in modern, sanitary real churns." FTC contends the ads create the impression that Cloverblom 99 is a dairy product.

Mr. Lipscomb's ruling is subject to review by the commission.

■ In reply to FTC's complaint, Armour not only denied that FTC had jurisdiction, but also charged there was a breach of faith. According to Armour, the ads were submitted to FTC for clearance as recently as April 4, with the understanding that Armour would be notified if changes were considered necessary.

Armour also said Cloverbloom 99 actually is churned in real butter churns. It warned it would go to the Supreme Court if necessary to prevent FTC from abridging its right to advertise truthfully.

Mr. Lipscomb said today he was convinced that Congress intended to give the Department of Agriculture exclusive jurisdiction over activities of meat packers.

"Comparison of the respective authorities clearly indicates," he said, "that the Secretary of Agriculture is empowered to enforce honesty and fair dealing by all packers, including those who may be advertising margarine."

The complaint was issued Aug. 30.

GM Promotes Adsit

Willcox B. Adsit, manager of the New York public relations office of General Motors Corp. since 1946, becomes v.p. in charge of public relations of General Motors Acceptance Corp. Jan. 1. He joined GMAC in 1930, and a few years later moved over to the General Motors public relations staff.

Simoniz Promotes Salemi

Neil Salemi, formerly with Schwimmer & Scott, Chicago agency, has been named sales promotion manager of Simoniz Co., Chicago. He succeeds Paul Greenfield, who was promoted to brand advertising manager (AA, Dec. 19).

Government Revives Anti-Trust Charge Against Philco

PHILADELPHIA, Dec. 20—The Department of Justice is reviving activity on the anti-trust suit it filed against Philco a year ago.

The government agency has undertaken to have Philco Corp. make a public disclosure of all of its methods and results of its merchandising in 1954.

In the suit filed in December last year (AA, Dec. 20, '54), the government charged the nationwide agreement the corporation made with its 130 distributors after their August, 1954, convention, violated the anti-trust laws.

The Justice Department is seeking to have the U. S. district court invalidate the distributor agreements and those they allegedly imposed on retailers.

■ Philco filed a categorical denial of the charges last March, maintaining its operations are strictly legal and were never intended to be otherwise (AA, March 7).

At present, the Justice Department is asking Philco to divulge its dollar volume of sales of electronic and white goods products for 1954, and also its percentage of the total of national sales or an approximation of the latter.

The government also wants to know how many distributors and retailers signed the 1954 agreement, their names, addresses, territories, etc. It also wants to know names of any that refused to sign.

Other details are being sought, including the relationship between the parent corporation and Philco Distributors Inc.

Filing of the interrogatory calls on Philco to provide the information, but it does not mean that the company is obligated to supply it. Philco has until Dec. 31 to file the answer or file objections.

Radio Networks Get Year-End Bonus as Sponsors Dig into Pockets for '56 Shows

NEW YORK, Dec. 22—CBS Radio and ABC Radio finished 1955 in style—by signing several new advertisers.

Soap operas and Bing Crosby accounted for most of the sales at Columbia. Biggest splash was made by Hazel Bishop Inc., which bought full sponsorship of "Road of Life" five days a week. The cosmetics company already is a co-backer of "Wendy Warren." Raymond Spector Co. is the agency.

Currently a major nighttime client of the network, Philip Morris & Co. will see how well daytime serials do at selling cigarets starting in January. The company has bought segments of "Wendy Warren" two days a week one week and three days the next, through Biow-Beirn-Toigo.

Pharmaco, through Doherty, Clifford, Steers & Shenfield, has contracted for five segments of this daytime drama. Campbell Soup Co. (Ogilvy, Benson & Mather) will be co-sponsor of "Aunt Jenny" two days a week next year.

■ Bing Crosby's additional support came from F. O. Russell Co. and Milner Products Co. The singer's 15-minute nightly session, which is offered in five-minute pieces, is now a near-sellout.

Russell, a newcomer to network

(*Continued on Page* 45)

MORE MELLOW THAN EVER—*The Genesee Brewing Co., Rochester, N. Y., continues its concentration on the mellowness theme started last September with the introduction to the public of Olli Barley as "Nature's Mellowness Brewed In." This 24-sheet poster will appear in January on 900 boards in upper New York State. Newspapers, tv, radio and point of sale displays are to be used in addition to outdoor. Rogers & Porter, Rochester, is the agency.*

RAYMOND LAHVIC *has joined H. W. Kastor & Sons Advertising Co., Chicago, as an account executive. He formerly was advertising and p.r. manager of Fairmont Foods Co. and prior to that was product advertising manager of Kraft Foods Co.*

Safeway Enters Fight Over D. C. Ban on Premiums

WASHINGTON, Dec. 21—Safeway today moved into the hassle over the District of Columbia's anti-premium law, urging the District of Columbia commissioners to keep the 65-year-old statute on the books.

Though long forgotten, this act of the old D.C. legislature (since dissolved and supplanted by Congress itself) was recently revived to prevent a local food chain from giving merchandise stamps to its customers (AA, Dec. 19).

Through its attorney, Elisha Hanson, Safeway labeled the use of trading stamps as "a vicious type of competition," used to throw out a lure that "obscures true price."

■ However, Bernard Margolis, attorney for Food Fair Super Markets of Washington, who is urging repeal of the old law, told the commissioners Safeway is conducting a nationwide crusade against premium-value offers in general. Pointing out that trading stamps are used in 47 states, he said business men regard them as "not a lure, and not bad advertising; it is sound business."

The controversy has nationwide significance, according to Mr. Margolis and H. Graham Morison, attorney for Premium Advertising Assn. of America. They say the long-lost statute is so vague that it might be used to block the use

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Red Owl Food Chain Throws in Towel, Offers Food Stamps

MINNEAPOLIS, Dec. 20—The last big Twin Cities food store chain, Red Owl Stores, has surrendered to the stamp plans.

Red Owl, which long fought the stamps with big free drawing promotions, announced that its 16 large markets in Minneapolis and St. Paul and suburbs will give Sperry & Hutchinson stamps.

Some of Red Owl's several hundred affiliated stores in rural areas have been using S&H stamps for some time.

A spokesman for the big chain, which serves both corporate and independently-owned franchise stores, said the decision to use stamps followed surveys that indicated customers want to get stamps with their groceries.

■ With Red Owl's adoption of the stamps, customers here will find it impossible to get groceries without stamps except at scattered unaffiliated markets.

Super Valu Stores, which also has several hundred associated markets throughout the Upper Midwest, was the first to adopt trading stamps about two years ago, when it took on Gold Bond stamps.

Since then, National Tea has started giving Gift House stamps at its stores; Klein's, a Twin Cities chain, has taken on King Korn stamps; Slocum-Bergren, supplier for Red & White stores in this area, has adopted Gift Bond stamps, and May Bros., wholesale sponsor of Big Ten food stores in Minnesota, is offering Bonus Buck stamps.

Many service stations in the Twin Cities area also offer stamps, but most of them have discontinued the practice since a gasoline price war began here more than two months ago.

FIRST CHRISTMAS—*To celebrate its first Christmas in its new six-acre home, the Philadelphia Evening and Sunday Bulletin erected a pyramid of lights topped by a star. The structure rose five stories above the plaza in front of the building. Included in the display are a nativity scene, Christmas trees, a circular bed of colored lights and a projected image of Santa Claus.*

Court Won't Stay Liquor Price Ad Ban in Rhode Island

PROVIDENCE, Dec. 23—The Rhode Island supreme court has refused to stay a ban imposed by the state liquor control administration on any price advertising by liquor dealers.

Nocera Bros. Liquor Mart, East Providence, had requested the stay as it filed a petition asking the court to review and reverse he price ad ban.

The petition charged that the price advertising ban is not in the public interest and that the liquor control administration in establishing the ban exceeded any powers it has from the state legislature.

■ The court's only action was to order issuance of a writ of certiorari directing members of the liquor control hearing board to transmit records of the case to the court by Jan. 4. On that date, attorneys may select a date for hearing the Nocera petition.

Meanwhile, the rule prohibiting all manufacturers, wholesalers and license holders from advertising liquor prices in any manner remains in effect.

Liquor Control Administrator Charles F. Reynolds promulgated the ban last July. It was supposed to become effective July 25. An appeal by Nocera to the three-member hearing board automatically stayed the action.

■ That stay was terminated Nov. 28, when the board handed down a decision rejecting the appeal. The board held that Nocera had presented no credible evidence that the price ad ban was either invalid or unreasonable.

The petition for supreme court review charges the ban is illegal because:

1. It was not established in accordance with the power conferred by the legislature on the liquor control administration.

2. The ban was not established "in the public interest."

'Life's' 2-In-1 Issue Pays Off— Without Liquor Ads

NEW YORK, Dec. 22—Even without liquor, it's the merriest Christmas yet for *Life* as the ad revenue figures are totaled for its big Christmas issue, which combines two issues into one devoted entirely to Christianity. So far the dual issue has stepped 12.5% ahead of last year's two issues—outdistancing even the 6.5% increase marked up for the entire year.

A report that *Life* barred the pages of its two-in-one issue to liquor advertisers because of pressure from temperance groups was denied by Clay Buckhout, advertising director of the magazine.

He said that while the "Christianity" issue carried no liquor advertising, "our regular policies on what constitutes acceptable advertising were continued for this issue as usual.

■ "The liquor industry," he continued, "traditionally runs little national advertising this late in the year. *Life's* Christmas issue last year, for instance, carried only one such ad.

"While a few advertisers did consider the possibilities of scheduling ads for the 'Christianity' issue, they decided to select earlier issues in 1955 which would be better timed for their peak selling for Christmas gifts and entertainment."

Last year, the two year-end issues totaled 36¾ pages of advertising, grossing $1,048,000. This year's dual issue shows 43¼ ad pages, representing a gross of $1,180,000.

Dated Dec. 26, the two-in-one job hit newsstands today and will be on sale for two weeks. Cover price is 35¢.

Heintz Opens S. F. Office

Heintz & Co., Los Angeles agency, has opened a San Francisco office at 155 Montgomery St. to be managed by John E. Crain, former Pacific Coast manager of the plans department of Hearst Advertising Service.

In Health & Accident Field . . .

Mutual of Omaha Ads Made It No. 1 Insurer

By Lawrence Bernard

OMAHA, Dec. 20—Mutual Benefit Health & Accident Assn. ran its first line of national advertising only 12 years ago, in January, 1944, and the company began a concerted advertising program in 1950.

Yet a bare five years later, at a cost of something more than $7,000,000, the name Mutual of Omaha—shortened for advertising purposes from its original jawbreaker form—has become known the length and breadth of the U.S. And since the ad program began, Mutual has doubled the number of its policyholders, tripled its income and quadrupled its assets. And it has reduced its operating costs to better than 10% below the average of other companies which write $5,000,000 or more in annual premiums.

For some advertisers a $7,000,000 expenditure is minuscule; for others, it's unthinkably large. For

V. J. Skutt

Mutual, it's adequate. But the figure doesn't fully explain how and why Mutual—founded 45 years ago in a "cow town," away from the traditional eastern insurance centers—has since become the largest company in the world devoted exclusively to health and accident insurance.

■ In April, 1949, Vestor Joseph Skutt—the 47-year-old lawyer son of a Deadwood, S.D., rancher, business man and insurance broker, who joined the company in 1924, shortly after being graduated from Omaha's Creighton University—was elected president of the company. He succeeded its found-

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FTC Sets Feb. 8 Meet on Code for Health Insurers

WASHINGTON, Dec. 21—Federal Trade Commissioner Lowell Mason said today he expects to have the first meeting on a trade practice conference for the health and accident insurance industry Feb. 8.

The meeting will be held here and will be attended by representatives of state agencies concerned with insurance regulations, as well as by spokesmen for individual insurance companies.

Commissioner Mason pressed ahead after being designated by other members of FTC as the commissioner in charge of the insurance industry negotiations. He long ago advocated that FTC attempt to dispose of controversial insurance advertising issues by calling a conference with the industry.

Meanwhile FTC Commissioner Abner Lipscomb today granted a motion suspending hearings in a case involving Mutual Benefit Health & Accident Assn. of Omaha. This move came after attorneys for the company moved a recess until the commission has an opportunity to consider the results of the impending trade practice conference.

■ P. R. Dixon and R. D. Young, attorneys representing the commission in the presentation of the case against Mutual of Omaha's advertising, told ADVERTISING AGE

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Fake 'Closeout' Sale Ban Becomes Law in Connecticut

HARTFORD, Dec. 20—Phony "closing out" sales have been outlawed in Connecticut.

The state senate, concurring with the house (AA, Dec. 5), approved a new law aimed at itinerant vendors abusing the practice of running "going out of business," "lost our lease" and "liquidation" sales. Backers of the bill had been assured of virtually automatic signature by Gov. Ribicoff.

Under terms of the measure, persons convicted of misrepresentation in sales are subject to a fine of $50 or 60 days in jail.

"The bill should have a few more teeth in it to be effectively enforced," said Sen. Louis Lemaire (R., Norwalk). He urged that the penalty be increased.

For Auld lang syne and thy tummy
You've heard of the ounce of prevention? This is it! Drink a tablespoon of Pompeian Olive Oil before moving on to stronger stuff. You'll have more fun—and your stomach will be very grateful—during and after the party. Be sure it's Pompeian Olive Oil. Pure. Virgin. Imported. Most delicate in flavor. That's Pompeian. Happy New Year!
POMPEIAN
OLIVE OIL

AULD LANG SYNE—*Olive oil before champagne, for the tummy lessens the pain. Pompeian Olive Oil Corp., Baltimore, flips from its usual cooking and salad promotion to a special New Year's tip. This small-space newspaper ad will appear Dec. 29. Joseph Katz Co., Baltimore, is the agency.*

Highlights of This Week's Issue

Allen B. Chalfant has been named managing director of the National Assn. of Transportation Advertising ..... **Page 14**

Federated Metals, producer of 82 non-ferrous metal products, tackles its manifold problem in business paper advertising by emphasizing long experience, wide research ..... **Page 18**

Frankfort Distillers is changing its name to Four Roses Distillers in order to cash in on public's identification of its top selling brand ..... **Page 20**

Gardner Advertising sold Cessna on advertising company use of planes for executives, then Cessna turned around and sold Gardner a plane for its executives' use ..... **Page 22**

W. Rowell Chase, new v.p. in charge of advertising for Procter & Gamble, got his start selling P&G products in below-zero weather in the Colorado Rockies back in 1931 ..... **Page 30**

Hearing aids, concealed in the frames of eyeglasses, are being promoted in magazines and newspapers by Otarion Inc. as more comfortable, more esthetic ..... **Page 37**

The Federal Trade Commission is meeting with nursery industry members to put advertising and merchandising code into its final form ..... **Page 37**

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DIRECT MAIL IN CANADA

Our knowledge of Canadian markets is enabling us to serve many U. S. Direct Mail advertising users efficiently and economically in the production of Mailing Lists — Printing — Letters — Addressing — Premium Mail-away Service — Simplified Householder Mailings — Contest Judging — Mailing.

HERBERT A. WATTS LIMITED

177 King St. West, Toronto
Canada
Telephone: EMpire 6-1108
Branch — Montreal

Ad Volume, Circulation of Print Media Will Keep Rising, Says Commerce Dept.

WASHINGTON, Dec. 22—The Department of Commerce predicted today that advertising—and newspaper and magazine circulations—will continue their upward trends during the first half of 1956, reflecting the continuing industrial expansion under way throughout the economy.

The department's "look ahead" visualized "slight gains" in newspaper and magazine circulation in the next six months, and warned that the increased world demand for newsprint is expected to keep newsprint short throughout 1956.

The report also predicted that advertising in printed media will continue its upward gain "largely as a result of the industrial expansion in 1955."

■ While the department did not give any source for its figures, it said total advertising in the past year, except radio and television, approximated $7.4 to $7.5 billion, with newspapers showing a gain of about 11% over 1954 and magazines about 9%.

The forecast, put together by the industry division of the business and defense services administration, pictured an economy bursting with activity. Steel was reported to be booked solid for the next six months, the aluminum industry anticipating an increase of 18% in shipments in first half 1956 over first half 1955. Virtually every industry reported big backlogs of orders, with prospects bright for 1956.

■ The report said sales of consumer durables for the first half of 1956 are expected to equal or slightly exceed the 1955 rate, when consumers purchased more goods than in any previous year. The appliance industry, bolstered by heavy demand for such relatively new items as clothes dryers, automatic coffee makers and others, are reported operating at record levels which should carry over into 1956.

Personal durables, such as jewelry, silverware, pens and mechanical pencils, sporting goods and toys, are hoping to benefit from the high level of consumer income and spending, which is expected to continue.

While residential construction is expected to level off at about 1,300,000 units, down 100,000 from 1955, the construction industry expects record activity. Among the major factors is a prospective 17% increase in expenditures for commercial structures, as stores and other service establishments spring up in suburban developments, and along new highway networks.

—PROBLEMS IN TIME—AND OFFICE SPACE—

Choice Office Space Is Now Available in newly constructed buildings in Manhattan's East Midtown area. For example:

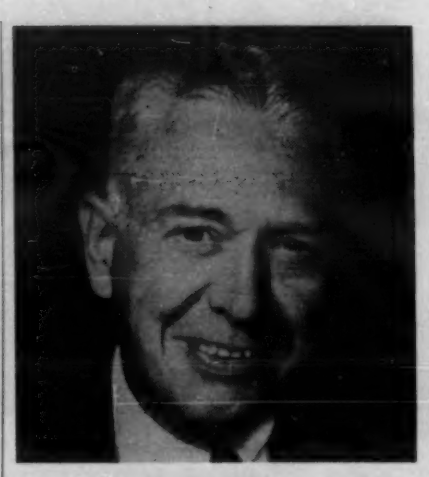
MADISON AVENUE:	1000, 1800, 2200, 3200, 5000, 6500, 8000, 10,500 to 180,000 square feet
PARK AVENUE:	5000 to 200,000 square feet
FIFTH AVENUE:	1600, 2300, 3000, 5300, 7300, 8500 to 265,000 square feet
EAST 50's:	600, 800, 1100, 1500 to 8400 square feet

But before making a move you should carefully consider the many special problems encountered by agencies. For Example:

PRESTIGE LOCATION:	How can adequate space be obtained in a prestige location without straining the budget?
INTERIOR IMPROVEMENTS:	Should the lease be taken for a longer period of time and let the landlord bear most of the expense for interior improvements?
FLEXIBILITY:	Is it more advisable to sign for a shorter time and thus make greater allowance for sudden contractions or expansions?

We specialize in solving the unique problems that arise in obtaining space for agencies. Write for information on available space and we will prepare a survey tailored exactly to your needs. As a licensed real estate brokerage firm, we provide this service without charge or obligation.

JULIEN J. STUDLEY
Real Estate Leasing
42nd Madison Avenue, New York 17 Plaza 1-3394



Elwood Whitney

Rolland W. Taylor

Taylor Succeeds Whitney as FC&B Exec VP; Sherman Named Colgate Ad Director

NEW YORK, Dec. 21—Rolland W. Taylor has been named exec v.p. and a director of Foote, Cone & Belding, in charge of the New York office of the agency.

Elwood Whitney, formerly exec. v.p., will continue as a v.p. and director and will devote full time to creative plans and account supervision.

Mr. Taylor returns to Foote, Cone & Belding after three years as v.p. in charge of advertising of Colgate-Palmolive Co.

Mr. Whitney joined FC&B in 1943 and has served as a director since 1951.

Stuart Sherman, founder and former president of Sherman & Marquette Advertising Agency, takes over Mr. Taylor's ad director post on Jan. 1.

Mr. Sherman worked for Colgate after he was graduated from college. In 1934, he joined Lord & Thomas as a v.p., and three years later founded and became president of Sherman & Marquette. The latter agency was sold to its employes last year.

Mr. Sherman has been a director of Colgate-Palmolive and a member of its executive committee since 1948.

Orradio Boosts Tape Budget

Orradio Industries, Opelika, Ala., is doubling its January and February advertising budget for Irish brand recording tape. Shappe, Wilkes, Gilbert & Groden, New York, has scheduled 39 ads in 23 magazines, including eight two-color pages, nine half-pages and seven third-pages.

Freiberger Elects Lochrie

Robert C. Lochrie has been elected a v.p. of Curt Freiberger & Co., Denver agency. Mr. Lochrie, who joined the agency in 1953, also will act as account manager on several accounts.

'Look' Ad Revenue Is Up 13.4% in '55

NEW YORK, Dec. 22—On the wings of a record-breaking fourth quarter, *Look* scored a number of new highs in its publishing history.

Advertising revenue for the year was figured at $30,290,808 by Vernon C. Myers, publisher. This figure is $3,600,000 better than the 1954 total. The magazine ran 1,574 pages of advertising, a gain of more than 93 pages. In the fourth quarter, *Look* carried 551 pages of advertising, and the magazine published its biggest single issue Dec. 13—196 pages.

Mr. Myers said estimates indicate a net paid average circulation for 1955 of 4,060,000, as compared with 3,873,023 for last year.

Cleveland t.f. Club Elects

Charles H. Bussmann, v.p., *Pit & Quarry*, has been elected president of the Cleveland t.f. Club. V. G. (Brett) Brettman, central manager, *Modern Railroads*, was elected 1st v.p. New directors are James K. Gillam, Penton Publishing Co.; Jerry J. Miller, *Tooling & Production*, and Hal Morgan, *Construction Equipment*.

COVERS KANSAS LIKE A "CHRISTMAS WREATH"

WICHITA WINDY

wants to thank you for your confidence in him during the past year. You'll hear more from him in '56!

WICHITA PLUS 14 OTHER IMPORTANT KANSAS COMMUNITIES

Repeated surveys show Wichita Windy has the MOST Kansas towns and communities on his Christmas list—and on his viewing list all year. More accounts depend on KTVH's Windy because he gets into Wichita and 14 other important communities with unduplicated CBS coverage... puts the profits right into the toe of your sock at Christmas and all year 'round.

KTVH HUTCHINSON KANSAS
CBS BASIC
Represented Nationally by H-R Representatives, Inc.

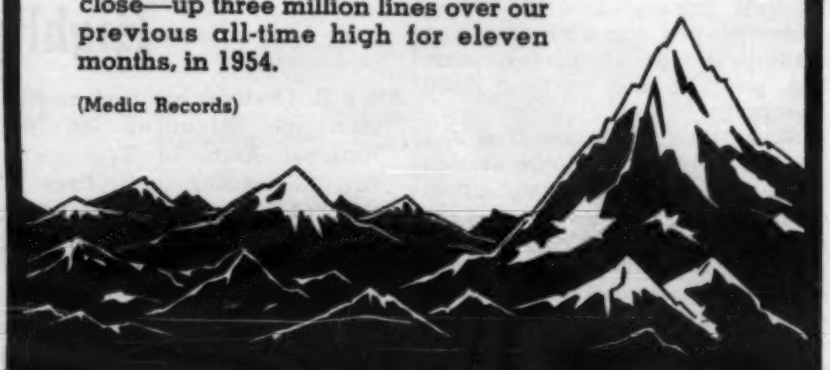
VHF 240,000 WATTS
CHANNEL 12

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, *General Manager*.

The NEWS of the ROCKIES

Our greatest year is drawing to a close—up three million lines over our previous all-time high for eleven months, in 1954.

(Media Records)



Rocky Mountain News
A Scripps-Howard Newspaper DENVER

The November 60th Anniversary Issue

Field & Stream

Highest net paid circulation of any

sportsman's magazine in history

1,016,000

This record-smashing performance followed the most successful first six months in Field & Stream history—856,692 average net paid, an all-time high for the magazine.

Field & Stream
AMERICA'S NUMBER ONE SPORTSMAN'S MAGAZINE

During this period Field & Stream was the only sportsman's magazine to score a circulation gain over the corresponding period of 1954.

And for the period ending December 31st, publisher's estimates point to the highest circulation average of any six-months period in Field & Stream history.

Field & Stream reaches the men who buy the goods sportsmen use and wear, key sportsmen with high incomes who constitute the hard core of sportsmen's and men's magazines. And these readers influence the buying habits of millions.

The progressive publishing policies of Field & Stream will keep this vital circulation among your best customers going up, Up, UP!

YOUR **BIGGEST** BUY IN THE SPORTSMAN'S FIELD

Field & Stream NEW YORK · CHICAGO · LOS ANGELES · SAN FRANCISCO
PORTLAND · JACKSONVILLE · MIAMI · ATLANTA

Source: For November, Publisher's Estimate.
For 1st 6 Mons. '55, ABC Publisher's Statement 6/30/55.

Ziff-Davis Buys 2 Magazines; to Start 2 More in Spring

NEW YORK, Dec. 20—B. G. Davis, president of Ziff-Davis Publishing Co., told AA last summer that the company would embark on a major expansion program (AA, Aug. 8). This week he began to deliver on this promise.

Ziff-Davis announced the purchase of two publications and the launching of two others.

Sports Car Illustrated and *Home Auto Mechanic*, both monthlies selling at newsstands for 35¢, were bought from Motor Publications Inc., New York. They will carry the Ziff-Davis imprint beginning in March. In the spring, Ziff-Davis will bring out *Hi-Fi Annual* and *Color Photography Annual*.

This brings the total number of Ziff-Davis publications to 14. Mr. Davis said the company will add four others to its roster in 1956.

N. W. Ad Council Grows

Membership of the Northwest Council of Advertising Agencies has reached a record total of 47 agencies, Ray C. Jenkins, president of the group, has announced.

RAB Appoints Sherwood; Adds 19 New Members

Radio Advertising Bureau, New York, has appointed Alex Sherwood, formerly a v.p. of Standard Radio Transcription Services, to its station relations staff.

RAB has signed 19 new members including a Canadian station, an Australian station and the Caribbean networks. The rest of the newcomers are U.S. stations.

Sterling Names O'Halloran

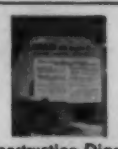
Frank G. O'Halloran, formerly with Becton-Dickinson Co., has been named sales manager of the industrial film division of Sterling Television Co., New York.

WHAT IS ACP

ACP — Associated Construction Publications — is a group of fourteen publications serving the vast construction market. You can use all, one or several, to sell your products in the market you want. ACP gives you the greatest coverage in the construction field — 86,244 construction men.

Construction Bulletin
6,100 — Minn., N. Dak., S. Dak., Ia.

Construction
3,967 — N. Car., Va., W. Va.

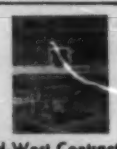

Construction Digest
8,992 — Ohio, Ind., Ill.

Constructioneer
12,860 — N. Y., Penn., N. J., Del., Md.

Construction News Monthly
7,266 — Ark., E. Mo., La., Okla., Miss., W. Tenn.

Mississippi Valley Contractor
5,396 — S. Ill., Ky., E. Mo., W. Tenn., N. Miss., Ark.

Michigan Contractor and Builder
3,684 — Mich.


Mid-West Contractor
7,132 — Kan., Ia., W. Mo., Okla., Nebr.

Dixie Contractor
5,607 — Ala., Fla., Ga., S. Car., E. Tenn.

New England Construction
5,326 — Me., N. H., Vt., Mass., R. I., Conn.

Rocky Mountain Construction
6,016 — Ariz., Colo., N. Mex., Utah, Wyo., E. Nev.

Southwest Builder and Contractor
6,021 — S. Calif., Ariz., S. Nev.

Texas Contractor
4,500 — Texas

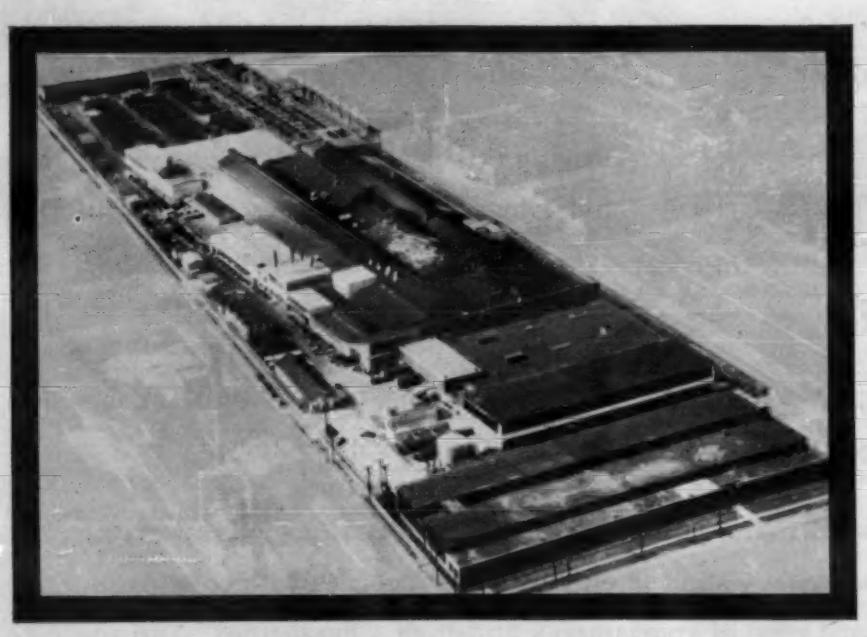
Western Builder
3,447 — Wisc., N. Ill., Upper Mich.

For detailed facts about the 14 Associated Construction Publications, write to: George Stewart, Sec'y., 65 Orange Ave., South Orange, N. J.

ASSOCIATED CONSTRUCTION PUBLICATIONS

WHY THE GIRDLER CO. AND TUBE MAINTAIN EXECUTIVE OFFICES AND PRINCIPAL PLANTS IN *LOUISVILLE*

"Our executive offices and main plants are located in Louisville for the soundest of reasons. Louisville is near, or within easy reach of, our sources of raw materials and principal markets. Electrical energy and natural gas, required in our manufacturing operations, are in abundant supply. Louisville's favorable geographical position and its excellent rail, air and water transportation facilities are conducive to good customer delivery service. Additionally, Louisville offers ample room for our future expansion."



The Girdler Company and Tube Turns are native Louisville firms and are both leaders in their respective fields. The Girdler Company embraces three distinct operations: Gas Processes Div., Votator Div. and Thermex Div. The three divisions are engaged in designing, engineering and the construction of gas process plants, edible oil plants, food process apparatus and dielectric heating equipment. Tube Turns manufactures a complete line of welding fittings and flanges, comprising over 4,000 items, for industrial piping systems, and custom forgings for aircraft.

E. I. DuPont De Nemours and Company's Neoprene plant in Louisville is the largest single synthetic rubber operation in the world. The Louisville DuPont plant employs over 2,000 people and is the only producing plant for Neoprene in the United States. This raw material is used to manufacture gasoline hoses, gaskets, floor mats and has many other important applications in industry owing to its valuable chemical properties. A facility for the production of Freon-22 is currently being added to DuPont's plant investments in Louisville.

Sell LOUISVILLE *for all it's worth!*

A Major American Market Where One Daily Newspaper Combination Reaches 99% of the People

The Courier-Journal • THE LOUISVILLE TIMES

382,689 Daily Combination • 313,261 Sunday • Represented Nationally by The Branham Company

Tiger Boosts Kimball

Flying Tiger Line has promoted Leonard S. Kimball to v.p. of public relations. Mr. Kimball, formerly director of p.r., joined Flying Tiger in 1948.

Midland Mutual to Swink

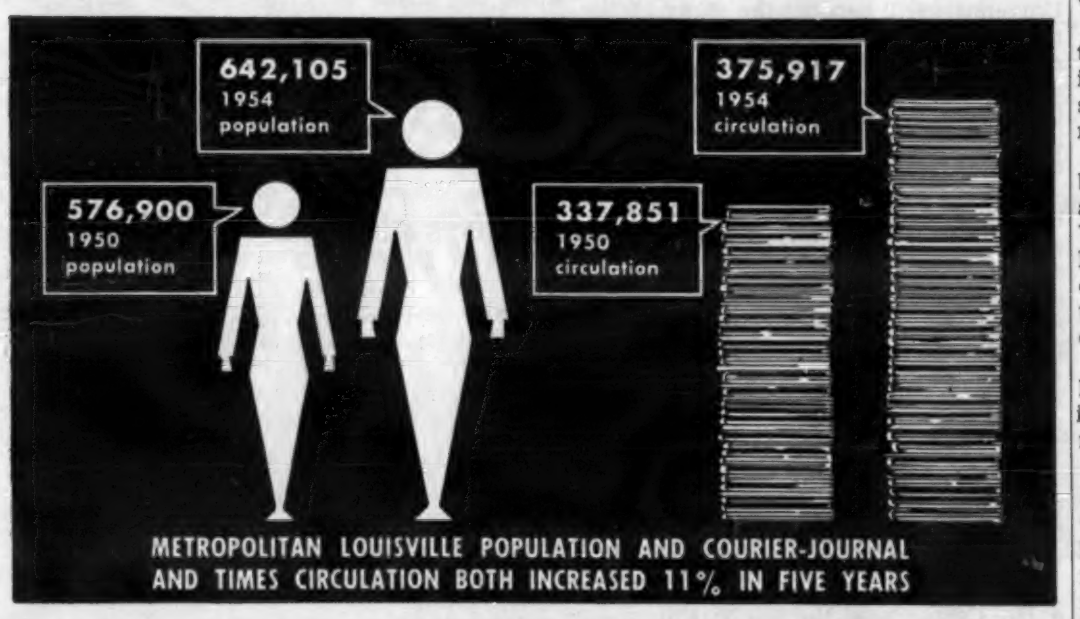
Midland Mutual Life Insurance Co., Columbus, O., has appointed Howard Swink Advertising Agency, Marion, O., to handle its advertising and sales promotion.

Stuurman Rejoins 'Seventeen'

John Stuurman has resigned as eastern advertising manager of *Bride-to-Be* to return to the advertising staff of *Seventeen*, New York.

TURNS

GEORGE O. BOOMER
President
The Girdler Co.
and Tube Turns
Divisions of the
National Cylinder Gas Co.



Publicker Chemical Corporation recently leased a large government-owned synthetic rubber plant in Louisville's Rubbertown for the production of butadiene, an ingredient of synthetic rubber. Publicker is planning a gradual re-activation of the plant and anticipates an initial employment of 300 chemical workers in the first unit to be put back in service. The plant occupies 127 acres and has production capacity for 5,000 tons of alcohol butadiene a month.

Grey Advertising Adds Accounts at $8,000,000 Clip

(*Continued from Page* 2)

tive appliance and food-drug-cosmetic accounts it wanted weren't coming in.

Some outgoing account shifts, of course, were occasioned by the new business drive. Out of the shop this week went Kirsch Beverages, and earlier departures were made by Schenley's Old Stagg, Cream of Kentucky and Cascade, Doeskin Products and Kaywoody Co. and Kaufman Bros. & Bondy (after company ownership changed hands).

But rounding into 1956, Grey was rolling along on just under $30,000,000 in billing for 1955, and had every prospect of hitting around $35,000,000 in the coming year.

The credit for the new business boom is distributed among a fairly close-knit team—a team that has more than doubled the agency's billing since 1951.

■ The team consists of Lawrence Valenstein, president and treasurer of the agency, and a gee-whiz salesman by most accounts; Arthur Fatt, exec. v.p. and secretary, who combines creative work with account handling; and various combinations of other executives, but usually including David Rand, identified as Grey's v.p. in charge of new business. The team has included in various situations other v.p.s and account supervisors and specialists like A. L. Hollendec, v.p. in charge of radio and tv.

The combination enabled Grey to spurt from $8,000,000 in billing in 1945 to $14,500,000 in 1951, and since that time its billing has skyrocketed.

The big spurt was accompanied by growing pains. Some 15 months ago Grey moved to 430 Park Ave. With this move from the Equitable Life Bldg., where it was spread over seven locations, Grey looked toward a much more efficient operation.

Prestige was also a factor. Grey had felt, rightly or wrongly, that its downtown location hampered its new business effort.

■ It looks now as if the agency was right on both counts. It also looks as if it ought to have been more optimistic. Although only 15 months have passed since it moved into 430 Park, Mr. Valenstein said in a memorandum to employes covering 1955 profit-sharing that it looked as if more space would be needed, and that he wished the agency had planned for even more expansion when the new quarters were leased.

The agency had 384 people on its payroll at the end of November, or about 64 more than when it moved the last time. That move was the first for Grey since 1941, when it moved into the Equitable Bldg. Earlier, it spent 16 years in the Greeley Arcade, and had occupied two previous locations for three-year stretches.

Real estate and offices have some inherent interest for the agency: Legend has it that Arthur Fatt and Mr. Valenstein named the agency for the grey walls of the first office. Certainly, when the agency moved to Park Ave., the predominant color was grey.

■ Along with the story about its christening, there is another interesting facet to the Grey corporate story. For many years, the principal source of new business leads for the agency was the stream of inquiries coming from "Grey Matter," the much-admired external house organ in which the agency noted developing marketing trends, analyzed them, predicted them. Its author for many years was E. B. Weiss, now a merchandising consultant and AA columnist.

As Grey rides with its billings boom, there is another interesting aspect to the agency. Grey was one of the first agencies to install a pension plan in 1936. The original partners, Fatt and Valenstein, are gradually liquidating their stock control, and will own less than 50% next year.

Imperial to Increase Ads in Spring Wallpaper Drive

Imperial Paper & Color Corp. plans to increase use of full-color pages and spreads for the spring promotion of its washable wallpapers and soil-proof wallcoverings. More than 25 pages will be used in nine national magazines during the six-month campaign starting in January. The campaign is coordinated with other segments of the home furnishings industry.

The media list includes *American Home, Better Homes & Gardens, Bride-to-Be, Home Modernizing, House Beautiful, House & Garden, House & Garden's Book of Building, Living for Young Homemakers* and *Successful Farming*. St. Georges & Keyes, New York, is the agency.

New Make-Up Bows

A $2,000,000 budget has been allocated for the introduction of Hazel Bishop liquid make-up. Large-space newspaper ads, television spots in major markets, and promotion on the Hazel Bishop television and radio shows are included in the introductory drive. The liquid make-up sells for $1.25 and is reported to be "the first and only product of its type that comes in different formulas for dry and oily skins." Raymond Spector Co., New York, is the agency.

Merchandising Inc. Adds One

Merchandising Inc., Newark, O., has been appointed to handle advertising for American Art Works Inc., Coshocton, O., a subsidiary of American Colortype Co. Mumm, Mullay & Nichols, Columbus, previously handled the account.

Leave some freedom
...to your movements
in case something should happen. Getting everything-under-one-roof sometimes limits those movements.
JAY P. **WALK** ADVERTISING TYPOGRAPHY
Telephone MO 4-6134 • 11 E. Hubbard, Chicago 11

LOOK WHAT $15.00 WILL BUY AT *Filmack!*
A TV FILM SPOT with ACTION... for almost the same price as inanimate slides!
The REED'S package Zooms Up. Photo of girl pops on. "4 Delicious Flavors" wipes on, and "4" flashes on and off.
4 DELICIOUS FLAVORS!
REED'S PEPPERMINT
72 HOUR SERVICE! Write for brochure and sample reel.
FILMACK STUDIOS
CHICAGO • NEW YORK
1323 S. WABASH 341 W. 44th St.

R&R Reply Hits Conduct of Chancery Hearings, Says Case Was 'Prejudged'

(Continued from Page 1)

Wescott recommended to the court that R&R be required to account to Mr. Willis for all commissions collected on the American Airlines account from 1938 until May 1, '55; that he be awarded a summary judgment for all money due him and that he be allowed to inspect the R&R books.

The master held that a contract between Mr. Willis and the agency signed in 1938 was "valid and binding," and that a letter terminating the contract was void.

In reply, R&R set forth the following points:

• The master's report is insufficient and incomplete because certain testimony of Mr. Willis, Frank Agostinelli (an American Airlines employe), and Lloyd W. Bowers (a lawyer who represents the airline) is not contained in the report.

• The master erred in (1) admitting certain evidence for Mr. Willis and in personally cross examining Ralph Van Buren (former v.p. and secretary of R&R); (2) admitting in evidence over R&R's objection the testimony of Mr. Willis relative to his conversations with Joseph B. Bell, a deceased employe of R&R; (3) admitting the testimony of Mr. Willis relating to his conversations with C. L. Smith (account executive on airlines account, and brother of C. R. Smith, airlines president).

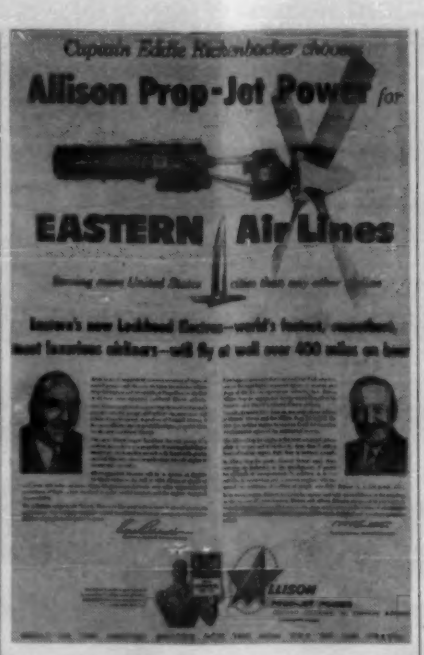
• Further, said R&R, the master erred in admitting in evidence the testimony of Mr. Willis relating to his conversations with C. R. Smith, and others, outside the presence of R&R, or its authorized agents. The master also erred in permitting the cross examination of Mr. Van Buren, relating to his interpretation of the provisions of the contract between Mr. Willis and R&R, the petition asserted.

• The master erred in permitting the cross examination of Mr. Van Buren, Frederick B. (Barry) Ryan Jr. and John L. Ames relating to documents not in evidence, or not subsequently offered in evidence, said R&R. (Mr. Ryan is board chairman of R&R; Mr. Ames is v.p. and secretary.) The agency's counsel also objected to the master's action in permitting Mr. Willis to testify to "immaterial matters, to hearsay, to conclusions and to argumentation."

• Furthermore, the petition declared, the master unduly limited the cross examination of Mr. Van Buren beyond the scope of his direct examination.

• The master's report, said R&R, contains an "exceedingly great amount of testimony letters, exhibits and argumentation which ought to be removed from the report as not properly part thereof."

• In the preparation of his report the master did not read and consider the full and complete transcript of the testimony and record, the R&R petition charged. It also asserted that the master erred in the preparation of his report when he gave consideration to his minutes, which do not appear in the transcript of the testimony.



UNFORTUNATE COINCIDENCE—*This ad by the Allison division of General Motors, featuring endorsement of its prop-jet motor by Eastern Airlines' Eddie Rickenbacker, was set to run in more than 100 dailies. News of the EAL crash the same day came too late for the ad to be pulled. Kudner Agency handles the account.*

Detroit Dailies' Strike Continues; 'Parade' Rebates

(Continued from Page 1)

by American Newspaper Guild members laid off by the *Free Press* and *Times*, reportedly has been publishing 100,000 copies daily, limited only by lack of newsprint. (The *Detroit News* had no contract with ANG.) Downtown merchants shunned the *Reporter* for the first three weeks, but as the strike went into the fourth week some of the biggest stores began using it.

In New York, meanwhile, *Parade* became the first Sunday supplement here to announce a pro rata rebate for the *Detroit Free Press* circulation to all advertisers scheduled in issues of Dec. 4, and "each issue thereafter until distribution is resumed."

Parade said that "under similar circumstances in the past, it has been customary for syndicated Sunday magazines to distribute delayed issues along with a current issue." It cited "special circumstances" in this case "involving delay far into the holiday season."

■ *American Weekly* told AA it also will rebate for its circulation through the *Detroit Times*. The percentage of weekly circulation represented by the *Times*, it was said, is about 5%.

The Metro Group (*Detroit News* and *Free Press*) indicated it would take whatever course "the advertisers want." Officials said the group would "make good or rebate" when the strike is settled.

Pictorial Review, it was learned, also expects to rebate. The *Review* appears in the *Detroit Times*.

This Week Magazine (*Detroit News*) said it would make a decision on the situation some time next week.

UNION STRIKES KOA IN CONTRACT DISPUTE

DENVER, Dec. 22—KOA and KOA-TV have been struck since midnight of Monday this week, and at week's end the strike continued.

On strike against the radio and tv stations is the National Assn. of Broadcast Engineers & Technicians (CIO), which walked out last Monday night after KOA's management failed to renew the union's contract. Talks had been held for six weeks prior to that date with no results.

The stations have managed to continue their regular programming by using tapes, film, recordings and network shows.

■ Bill Grant, president and general manager of the stations, said the contract was not renewed because "we can't live with it."

He said that the contract cost the KOA stations 40% more for technical services than any competitor in Denver.

The stations were acquired from National Broadcasting Co. in 1952, he said, and at that time an NABET contract was in effect. The contract was renewed for two years in 1953.

Mr. Grant said that, by the NABET contract, radio staff announcers may not write their own news, news men may not make pictures, the chief engineer may not operate technical equipment and the station may not hire any parttime employes.

Before the contract expired KOA had offered to renew it on condition that an escalator pay clause be dropped. The stations wanted to substitute a clause in which pay increases were given to personnel making less than $465 a month.

NELSON CARTER, *v.p. of Foote, Cone & Belding, Los Angeles, has been named v.p. in charge of agency services for its western division. He will direct ad plans for the 25 clients in FC&B's six western offices.*

TV Beating Radio as News Source in Struck Detroit

DETROIT, Dec. 22—Television has pulled ahead of radio as the main source of news for Detroiters who have been without newspapers for 20 days. Employes of the three daily newspapers, the *Free Press*, *News* and *Times*, are on strike.

A survey conducted for the publishers of the dailies by Market Opinion Research Co. revealed that 776 persons relied on tv for news; 609, radio; 203, the guild-published *Detroit Reporter*; 121, neighborhood newspapers, and 30, other sources. An earlier survey taken two weeks ago had radio and tv running neck and neck.

■ The telephone survey disclosed that 979 (409 men and 570 women) of 1,023 persons contacted read one of the daily papers before the strike. Of those that read the papers, 533, or 54.5%, said they missed their papers more now than they did just after the strike started. A total of 156, or 15.9%, said they missed their paper less; 250, or 25.5%, missed it about the same, and 40, or 4.1%, said they did not miss the papers at all.

A large majority—812 or 83%—said they were not as well informed without their papers. A total of 113 or 11.5% felt they were just as up to date, and 54 or 5.5% had no opinion. Asked if they had started reading other dailies, 793 answered no and 186, yes.

When papers are available again, 949 said they would resume reading them, 14 said they wouldn't, and 16 had no opinion.

PAAA Will Sponsor First Comprehensive Study of Premiums

NEW YORK, Dec. 20—Premium Advertising Assn. of America will sponsor the first comprehensive market study of premiums—who uses them, who supplies them, how they are used and what they cost.

Dr. Arnold Corbin, associate professor of marketing at New York University, will conduct the study, the need for which was determined by a PAAA research committee which spent six months evaluating what kinds of information the premium industry requires.

"The purpose of this study will be to determine the over-all characteristics of premium use and supply in this country—who uses premiums, how, when and where—as well as relative expenditures for various types of premiums," said Robert F. Degan, v.p. of Ted Bates & Co., and chairman of the PAAA committee.

"We also hope to get an accurate measurement of the extent to which the sale of merchandise for premium use is important to various industries," he said.

■ Dr. Corbin said the study will be conducted by means of a mail questionnaire addressed to premium suppliers and premium users, including national advertisers, retailers and direct selling companies.

"Every company that has used or sold premiums will be invited to participate in the study, in so far as available lists make this possible," Dr. Corbin said. "In this sense, the survey will be a census-like attempt to secure basic data from the entire industry rather than from a pre-selected sample of companies. Personal interviews on a sampling basis will be used as a cross-check on the reliability of the mail replies."

Bezoff Becomes Arnold & Co.

Ben Bezoff & Co., Denver agency, which was purchased by Samuel P. Arnold, Denver public relations counsel, last summer (AA, Aug. 22), has changed its name to Arnold & Co. Mr. Arnold, president of the agency, said all agency executives have been retained. Mr. Arnold also is president of Western Features Inc., publicity and p.r. company, which now operates as the p.r. adjunct to the agency.

Four McGraw-Hill Executives Given Year-End Promotions

NEW YORK, Dec. 21—McGraw-Hill Publishing Co. today announced the promotion of four executives.

Angelo R. Venezian, assistant to the director of advertising for the past eight years—and with the company for more than 25—has been appointed assistant v.p., effective Jan. 1.

Angelo Venezian

Donald C. McGraw Jr., associate manager of the company's eastern sales district in the Philadelphia office, has been named assistant director of advertising, effective March 1. Before joining the company in 1950, he was with G. M. Basford Co. as an assistant account executive, and later was associated with *Flower Grower* as an advertising representative. He joined McGraw-Hill as a salesman on *Product Engineering*. He is a son of the company's president.

Donald McGraw Jr.

W. S. Brown Jr.

Willis S. Brown Jr., advertising representative of *Business Week* in Philadelphia, will succeed Mr. McGraw as associate manager of the company's eastern district sales office in Philadelphia.

James M. Jackson, assistant manager since 1947 of the company's sales service department, has been appointed manager of the department, effective Jan. 1.

FCC Aims to Develop TV Potential in New Study, Congress Told

WASHINGTON, Dec. 22—The Federal Communications Commission told Congress today that its chief reason for opening a new study of tv allocations is to determine "how to develop more fully the industry's potentialities and the abilities and ingenuity of the American broadcasters to meet the needs and desires of the American public."

The commission pointed out that 90% of the public is within range of at least one tv receiver, and 75% receives two or more stations.

"In view of tv's record in the short span of three years, the commission's concern is not, as it was in 1952, whether an adequate tv service can be developed—for it is already big business," the report said.

■ This explanation of FCC's approach to the forthcoming tv study was contained in the annual report. FCC said economic problems make it difficult to bring local outlets to hundreds of small communities. Because of the high cost of programming, network affiliation becomes a prerequisite to successful operations.

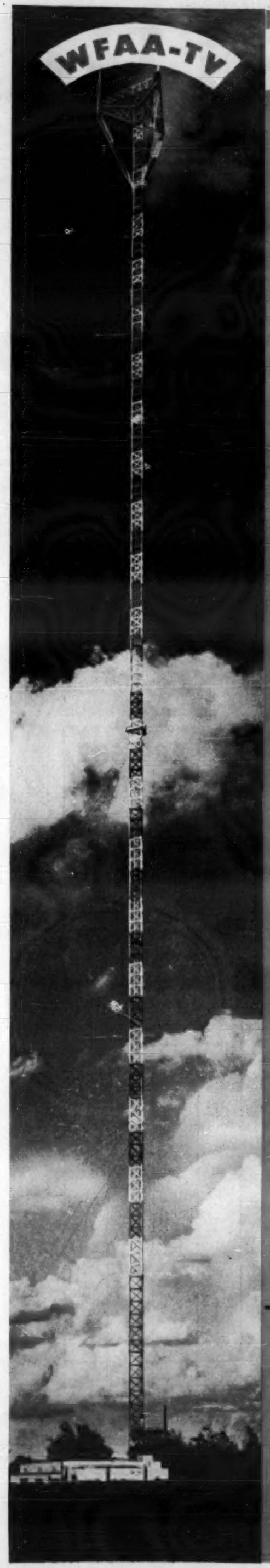
Of even more importance, so far as tv's troubles are concerned, has been the failure of u.h.f. stations to become integrated with established v.h.f. stations "into an economically sound nationwide service," the report said.

National Newspaper Revenue in '55 Will Hit $675,000,000: BofA

NEW YORK, Dec. 23—A "conservative" prediction is that national newspaper advertising will reach a record total of $675,000,000 this year, according to Harold S. Barnes, director of the Bureau of Advertising. He also predicted that newspapers will get more than $700,000,000 in national advertising revenue in 1956.

Total newspaper advertising this year, he said, has been making gains almost as spectacular as those of the national classification. "The bureau's forecast in June of a $3 billion total newspaper advertising revenue figure for 1955 may turn out to have been a bit conservative," he said.

Mr. Barnes' figure of $675,000,000 for 1955 would easily exceed the highest year on record—1953—when $601,200,000 was reported in the national classification. In 1954, national advertisers spent only $594,120,000 in newspapers.



NOW! FROM ATOP TEXAS' TALLEST STRUCTURE*

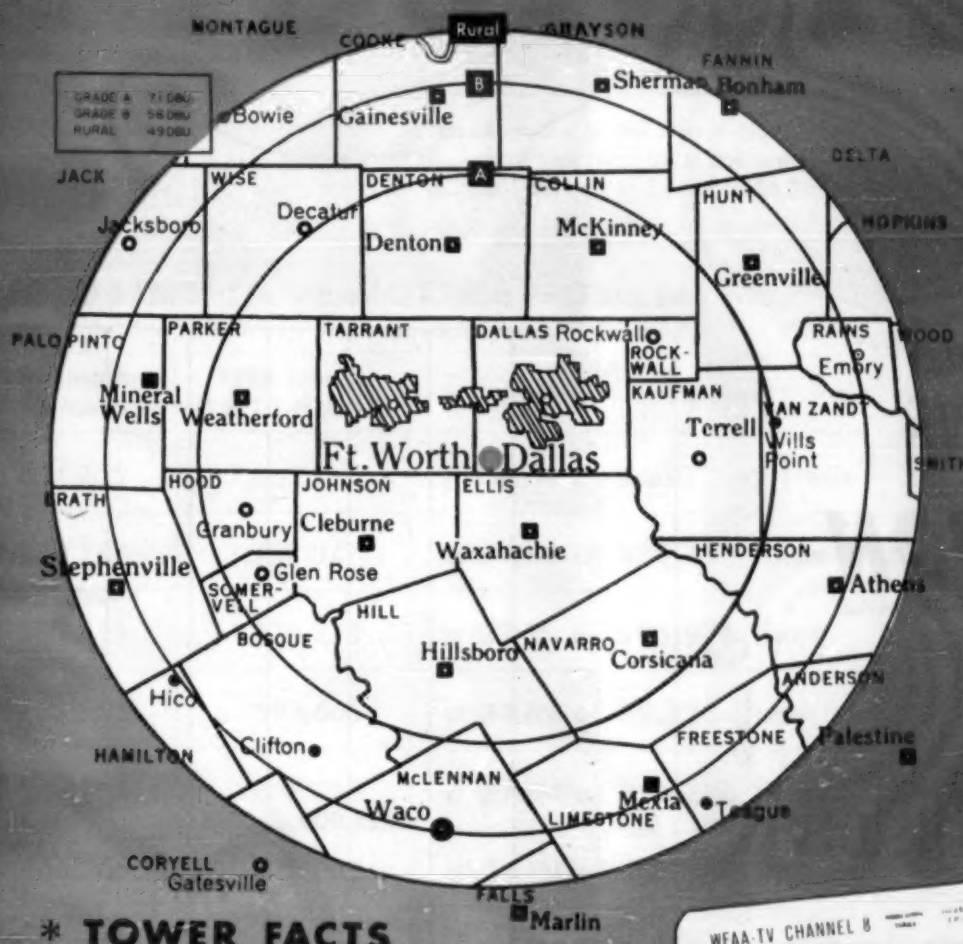
WFAA-TV Delivers a Fabulous New Selling Punch...to the DALLAS-FT. WORTH Market!

A STATION AND A MARKET GROW IN STATURE

The new DALLAS-FORT WORTH market, as defined by "Television Magazine," covers 42 counties, including 3 in southern Oklahoma.

- ★ $3,477,072,000.00 Effective Buying Power!
- ★ 42-COUNTY Population—2,272,600!
- ★ 552,740 Television Homes!
- ★ $2,582,192,000.00 Total Retail Sales!

This brings more people, more buying income, more retail sales into the WFAA-TV picture!



* TOWER FACTS

- 51 FEET TALLER THAN THE EMPIRE STATE BLDG.
- ENOUGH "STEEL" TO BUILD 320 AUTOMOBILES
- ENOUGH "PAINT" TO COVER 95 FIVE-ROOM HOMES
- ENOUGH "CONCRETE" FOR 5 MILES OF SIDEWALK.
- 1,521' high, including antenna
- 1,685' above average terrain

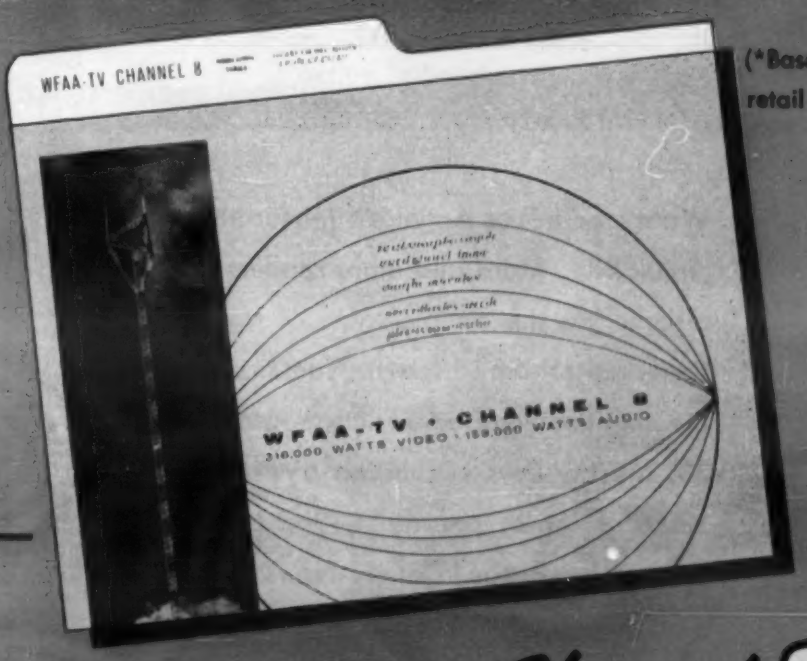
316,000 watts video — 158,000 watts audio

Better start throwing away all your old facts and figures on the DALLAS-FORT WORTH market. When the switch was pulled on Texas' TALLEST man-made structure, the entire concept of what an advertising dollar can deliver in this double-barreled market was knocked into a cocked hat.

COMPARE OLD "B" AND NEW "B" COVERAGE AREAS:

19.7% increase in retail sales! 28.8% increase in population! Almost a HALF BILLION DOLLARS increase in Effective Buying Income!

But that only begins to tell the story! Available now is WFAA-TV's new "Market Facts" folder which will be sent upon request. It's one of the most complete, most useful compilations ever devised to bring time buyers up to date on the nation's 12th ranking metropolitan market!*



(*Based on retail sales)

Tear out coupon and mail

MAIL TO:
WFAA-TV
3000 Harry Hines Blvd.
Dallas, Texas

Yes, please send me WFAA-TV's new "Market Facts" folder.

Name _____ Title _____

Firm _____

Address _____

City _____ State _____

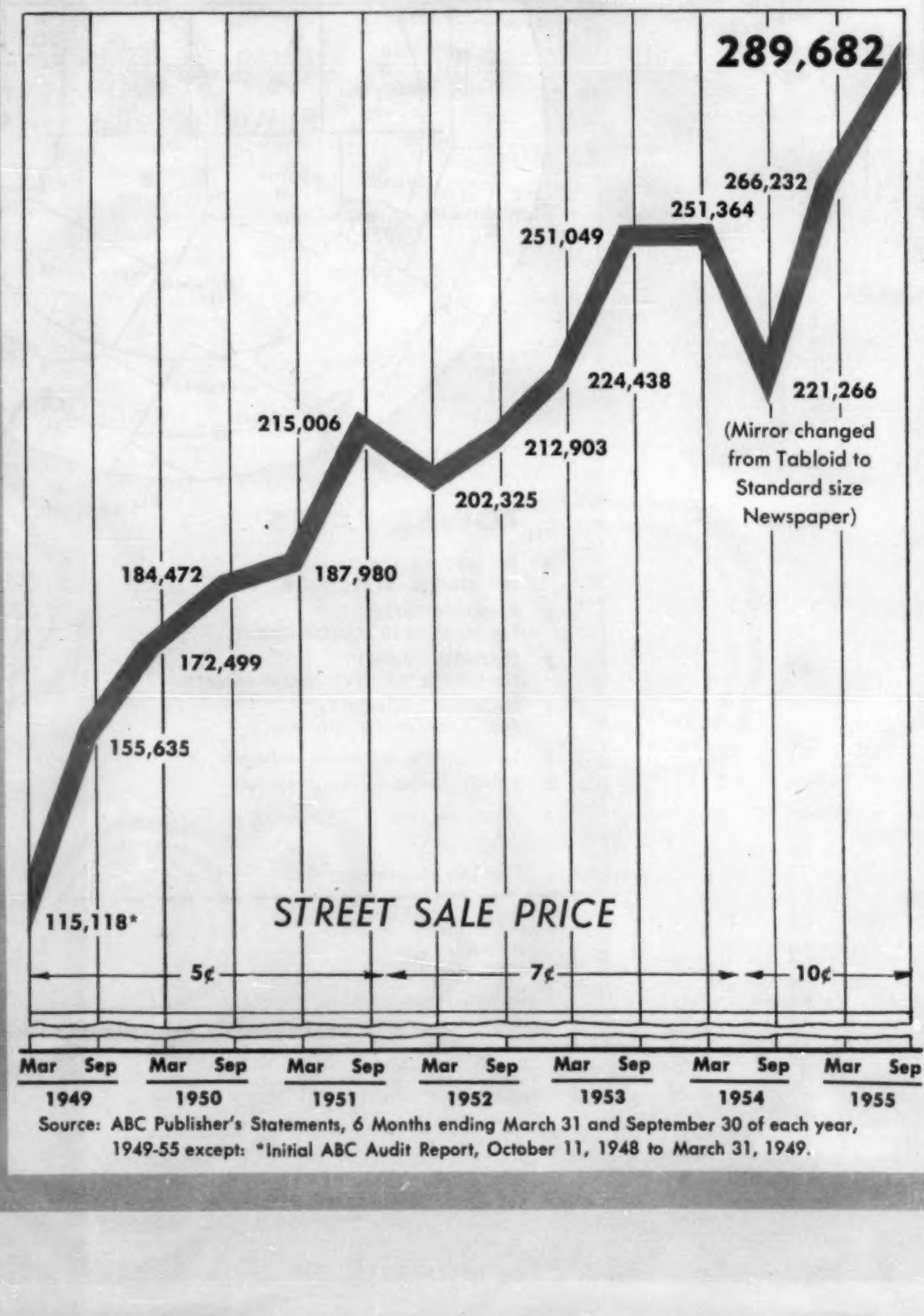
Channel 8
WFAA-TV
DALLAS
NBC · ABC

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., National Representative
Television Service of the Dallas Morning News

WHAT'S UP

MIRROR-NEWS
CIRCULATION
IS UP!
Now Highest in History

What's up in Los Angeles? Mirror-News circulation. More and more readers are discovering the double-value of Mirror-News editorial and feature content. For the six-month period ending September 30, Mirror-News circulation averaged 289,682 copies per day — the highest six-month average in Mirror-News history — a gain of 68,416 copies over the 1954 average.** And The Mirror-News now has the largest volume of home delivered circulation in its field.

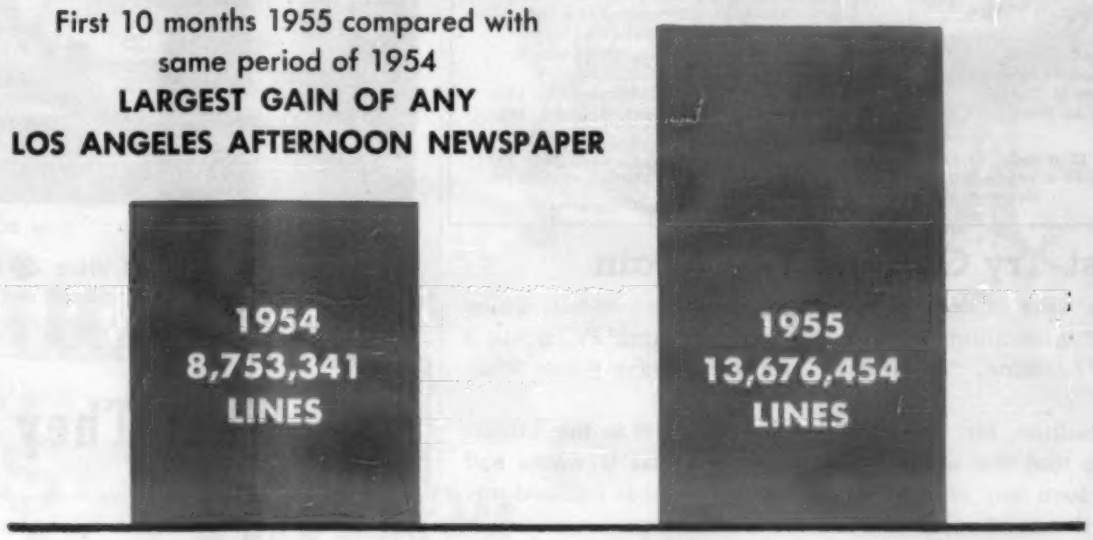


Source: ABC Publisher's Statements, 6 Months ending March 31 and September 30 of each year, 1949-55 except: *Initial ABC Audit Report, October 11, 1948 to March 31, 1949.

IN LOS ANGELES?

MIRROR-NEWS ***ADVERTISING IS UP***

First 10 months 1955 compared with same period of 1954
LARGEST GAIN OF ANY LOS ANGELES AFTERNOON NEWSPAPER



Charted above is the Mirror-News total advertising linage gain, January through October of this year over the same 10-month period of last year . . . up nearly 5 million lines, an increase of 56.2%.

MIRROR-NEWS GAINS IN MAJOR CATEGORIES

Here are some of the increases recorded the first 10 months of this year compared with the same period, 1954.

	1954 Linage (1st 10 Months)	1955 Linage (1st 10 Months)	Mirror-News Gains
RETAIL	5,404,905	7,802,847	**a GAIN of 2,397,942 lines**
GENERAL	1,274,157	1,703,347	**a GAIN of 429,190 lines**
AUTOMOTIVE	583,252	1,179,228	**a GAIN of 595,976 lines**
FINANCIAL	103,951	193,666	**a GAIN of 89,715 lines**
REAL ESTATE	287,053	638,715	**a GAIN of 351,662 lines**
TOTAL DISPLAY	7,366,265	10,879,088	**a GAIN of 3,512,823 lines**
CLASSIFIED	1,379,613	2,792,720	**a GAIN of 1,413,107 lines**
TOTAL ADVERTISING	8,753,341	13,676,454	**a GAIN of 4,923,113 lines**

Mirror-News advertising volume is up. From January 1 through October 31, 1955, as compared with the same period a year ago, The Mirror-News *gained* nearly five million lines of advertising—by far the largest advertising gain in the Los Angeles afternoon newspaper field. The trend continues. More and more advertisers are learning that The Mirror-News reaches in increasing numbers the youthful, eager, ready-and-able-to-buy segment of the market—*at home*—where buying decisions are made. For sales action in Southern California, it's The Mirror-News.

Source of all figures: Media Records, Inc.

BASED SOLIDLY ON RESULTS

**** MIRROR-NEWS NOVEMBER CIRCULATION IN EXCESS OF 308,000**

Virgil Pinkley, Editor and Publisher — Represented nationally by O'Mara & Ormsbee, Inc., New York, Chicago, Detroit, San Francisco.

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

Trade Mark Registered

Issued every Monday by Advertising Publications, Inc., 200 E. Illinois St., Chicago 11 (DE 7-5200), 480 Lexington Ave., New York 17 (Plaza 5-0404), National Press Bldg., Washington 4, D. C. (RE 7-7659). G. D. CRAIN JR., president and publisher. S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS, vice-presidents. C. B. GROOMES, treasurer.

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

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New York: Harry Hoole, Eastern Advertising Manager, James C. Greenwood, John P. Candia, David J. Cleary, Jr., Louis DeMarco, William Laurie
Chicago: E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey
Los Angeles (17): Simpson-Reilly Ltd., 1709 W. Eighth St., Walter S. Reilly, Pacific Coast Manager, James March, Loren E. Hays
San Francisco (3): Simpson-Reilly Ltd., 703 Market St., Richard McCarty, Mgr.

15 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Foreign $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Test, Try Out and Test Again

In last week's issue of this family journal, James D. Woolf, whom Copy Cub delights in alluding to as the Sage of Santa Fe, wrote a piece under the headline, "The Public Does Not Always Know What It Wants."

Under this headline, Mr. Woolf quoted Leo Burnett to this effect: "I have learned that the public does not know what it wants and that there is no sure way of finding out until the idea is exposed under normal conditions of sale."

Mr. Burnett made his comments in a talk to American Assn. of Advertising Agencies several weeks ago. Mr. Woolf wrote his column more than a week before publication. So it is rather interesting that the punctuation on the remarks of Mr. Burnett, so firmly endorsed by Mr. Woolf, should be supplied by a news story on another page in the same issue, describing an unsuccessful attempt by Heinz to "meet the demands" of consumers for a more reasonable-type ketchup bottle.

For years, the news story said, people have been telling Heinz that the tall, narrow-necked ketchup bottle, famed in song and story, should be replaced with a wide-mouth jar which could be emptied a little at a time without the aid of a hydraulic jack or the muscular development of that Georgia weight-lifting champion.

Naturally, Heinz finally conceded, and introduced a new jar in Pittsburgh and Detroit. Then it discovered that apparently people don't know what they want, even when they ask for it. At any rate, the old bottle outsold the new jars by anywhere from 7-to-1 to 33-to-1, and Heinz has discontinued them.

It is true that there may be extenuating circumstances—the new bottles made ketchup cost more per ounce and they also, because they let air in more easily, allowed the ketchup to change color more rapidly. And perhaps it can be argued that Heinz did not promote the innovation hard enough to overcome reluctance to change.

Nevertheless, Jim Woolf's and Leo Burnett's point is reinforced by the Heinz experience: In very few instances do people really know what they want, even when they say they do. And their actual performance in the marketplace can be determined, in the last analysis, only by what happens "under normal conditions of sale."

On Whether Editors Are Human

Among the most impressive reasons why people become editors and are willing to slave long hours for practically no pay, and to endure the abuse of every reader who wants to debate the editor's ancestry because a comma has been misplaced, surely the most impressive must be that any editor, no matter how humble, takes unto himself the prerogative of being an expert on every subject with which he comes in contact.

Thus, for example, the editor of any advertising publication, including this one, can tell any advertiser how to pick an agency, or any agency how to do a better job than it is now doing. He knows, positively, what is wrong with the newspaper business, and why Magazine A is being slaughtered so unmercifully by Magazine B. He knows, equally well, why television is either fabulously good, or fabulously bad as an advertising medium; and why what Soanso said is nonsense, while the comments of Suchansuch contain words of infinite wisdom. He is, in short, an expert on every pertinent (and sometimes impertinent) subject, without ever having to prove his expertness on the actual field of combat.

Sometimes people who write editorials begin to believe this patent nonsense themselves. They forget that it is all a cute little game they are playing, and they begin to believe they really do know more and better answers than anyone else. At this point it behooves them to stop short, pinch themselves sharply, and reaffirm their basic belief in the fallibility of all humans, not excluding themselves.

Having done so, they can go back to pontificating the next week, secure in the knowledge that they're only kidding themselves.

Gladys the beautiful receptionist

—S. F. Woodbridge, Bozell & Jacobs, Omaha.

"I wish Research would stick to its pantry count and leave our handbags out of it."

What They're Saying

PR Ltd.

Judging from the eagerness with which advertising agencies are moving in on public relations, things must be really competitive along Madison Ave. A lot of the boys in charcoal grey are falling all over themselves describing the additional services they are prepared to deliver. The only trouble is that most of them, judging from their own words, still can't tell the difference between public relations and product publicity.

We happen to think there are a number of basic reasons why agencies and independent p.r. firms should stay out of each other's back yard. Meanwhile, the agencies may be doing all of us a bigger service than they appreciate. They may stimulate p.r. people to re-examine the basic functions of counseling and program development.

According to one grapevine, there is revived interest in the possibility of forming a "professional" group limited exclusively to p.r. counselors. We've always thought this made sense; we think it's bound to come—for the good of the business and to the benefit of clients.

—Intercom, published by Ralph W. Bugli Inc., New York.

Awards, Alas

[Awards] are becoming more and more ridiculous in number and types of sponsorship. It's getting so bad that the ones that still have some meaning in their particular fields now have to apologize for still being in business. They do this by emphasizing their age and lineage.

The most amazing factor in the awards situation is that the recipients are inordinately proud of every recognition, no matter how minor in stature or inferior in meaning. This goes on for years. Publicists for entertainers will boast proudly in releases that Joe Doe must be good because he was awarded the Eniwetok Community Council's Gold Medal for 1955 as the best entertainer in the atom bomb area.

This peculiar memory blank also afflicts advertising people who choose to shout about the honors in ads. There are a very few awards in professional and trade fields that have a real dignity and meaning, that are arranged with a minimum of log-rolling. Yet, trade and consumer advertising periodically has involved awards that are not only contrived but also paid for by the recipients.

The only difference between this practice and that of guaranteeing acknowledgement of some awards on television shows is the degree of bribery involved. One is a cash system and the other is a barter system. The only ones in this business that really have excuses when it comes to awards are the entertainers. It's part of their business. There's an element of tinsel about a show business career that has to be part of the basic promotion, otherwise it's not show business.

It's especially bothersome, though, when staid corporate people start believing their publicity. Maybe that's why there's such a gap in understanding publicity, between the management level and the people who write the stuff.

—Publicity Record, New York, Dec. 5, 1955.

Pink Elephants?

It is interesting to speculate on what effect color television may have on the 1956 Presidential campaign. Black-and-white television received perhaps its biggest boost from the broadcasts of the 1952 political conventions, and the election night coverage of the returns. With color, our candidates will have to give careful consideration to their neckties. Some colors on television are certainly not flattering. They will have to look to their attire in general, and so will their wives. We may even be in for an era of elephants and donkeys in varied hues. Certainly, it will never do for the Republicans to have a drab, gray elephant on the color television screen; nor, for the Democrats to display a dull, brown donkey. The effects, to put it mildly, may be startling. Color television will bring a realism to politics never before experienced.

—James H. Carmine, president, Philco Corp., speaking at the 1955 Washington seminar on marketing, American Marketing Assn.

Rough Proofs

An agency looking for a research man says he should be "not a Ph.D., but a practical man who knows how to organize and carry out research projects."

All good Phi Beta Kappas are going to resent this.

•

Jim Woolf, the sage of Santa Fe, says, "A research finding should not be taken too seriously if it is in conflict with what our common sense tells us about people."

Sober admen, he seems to suggest, should be able to take their research or leave it alone.

•

The Old Professor says that after reading some of the conversation that goes on in the advertising echelons of the cola titans, he wonders why they are still called soft drinks.

•

If advertising is a profession, as so many of its practitioners insist, why do agencies almost always welcome the opportunity to drop a good small account in favor of a good big one?

•

Parke, Davis suggests frankness in discussing charges with medical men. The conversation might go like this:

Patient: How much will this cost, doctor?

Doctor: How much have you got?

•

"Advertising helps you live better for less," is the slogan for Advertising Recognition Week.

One group which is trying hard to live up to the slogan is the automobile dealers.

•

"Talk, so very often, is empty and misleading," asserts *This Week Magazine.*

Maybe that's why reporters insist on having transcripts of politicians' addresses.

•

Station KMOX has added its own word, "audimation," to the advertising vocabulary, and the only problem is to keep it from being confused with another popular new term, "automation."

•

Fawcett-Dearing says magazine advertising "can convert, compel, compare, educate, enlighten, excite, instruct, inspire, intrigue, push, promise, promote, switch, support, sell."

Anything else?

•

Reminding nostalgic readers that it created Frank Merriwell may compel Street & Smith, now celebrating 100 years of publishing, to bring that sterling Yale athlete back to life to compete with Superman.

•

Now that the 1954 Census of Business data is being released, research and promotion men are warned to restore all zeros when reproducing figures from columns marked "Thousands omitted."

•

"Tonight, when it's 'one for the road,' be sure it's coffee."

This message was bought and paid for not by the Pan-American Coffee Bureau, but the House of Seagram.

COPY CUB.

if you want action

in an $8 billion market*

pick The Inquirer

Department stores want action almost as soon as the ink is dry on their copy. And they get action from the pages of THE INQUIRER! For 15 consecutive years, THE INQUIRER has been *first choice* for department store advertisers. First, too, in National, Retail, Classified and Total Advertising. For selling action, schedule THE INQUIRER . . . First!

Department Stores Expand in

DELAWARE VALLEY, U.S.A.

19 branches of Philadelphia department stores now operating, or nearing completion, throughout booming Delaware Valley—where nearly 5,000,000 people have a buying income of over $8 billion annually!

The Philadelphia Inquirer

Constructively Serving Delaware Valley, U.S.A.

Exclusive Advertising Representatives:

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
GEORGE S. DIX
Penobscot Bldg.
Woodward 5-7260

West Coast Representatives:

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557

Music Advertising Awards Competition Closes Jan. 21

The sixth annual American Music Conference Advertising Awards Competition will close Jan. 21. For the advertisement or advertising series named best by the judges, AMC will present certificate awards to the advertiser, agency, account executive, art director and copywriter who prepared and produced the ad. Awards will be announced about April 15.

Entries should be sent to the Advertising Awards Committee, American Music Conference, c/o Philip Lesly Co., 100 W. Monroe St., Chicago. Judges are Harold E. Green, executive editor, *Printers' Ink*; Jarlath J. Graham, managing editor, ADVERTISING AGE; Fred Heimrich, *Tide*, and Philip Salisbury, editor, *Sales Management*.

Keidel Advances at Euclid

R. E. Keidel has been promoted to manager of the advertising and sales promotion department of the Euclid division of General Motors Corp., Cleveland. Mr. Keidel, with Euclid for eight years, had handled publication advertising and all other promotion activities since 1953.

U.S. Steel Promotes Vess

Robert W. Vess, formerly in the market development division of U.S. Steel Corp., Pittsburgh, has been appointed advertising assistant in charge of programs for building, construction and heavy industrial products manufactured and sold by U.S. Steel's Columbia-Geneva division, San Francisco.

PRESS CLIPPINGS

News items, editorials, advertisements

Make Authentic Records

You can check results promptly and base decisions on accurate facts with service by

Burrelle's
ESTABLISHED 1888
PRESS CLIPPING BUREAU
BArclay 7-5371
165 Church Street New York 7, N. Y.

And to keep these records for reference we offer sturdy, handsome, indexed

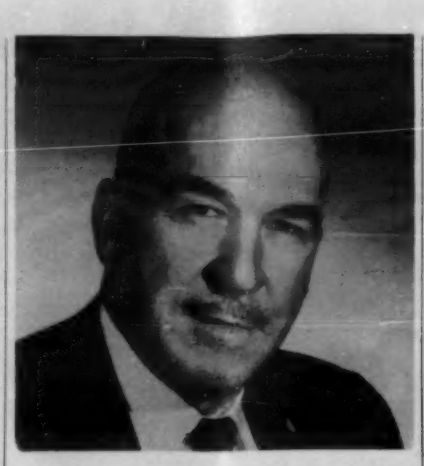
Loose Leaf File Books

in two practical sizes; rubber cement; plastic laminating if desired.

BURRELLE'S
PRESS CLIPPING BUREAU
165 Church Street • New York 7, N. Y.

when time is important—get newspaper **mats** from

LAKE SHORE ELECTROTYPE DIV.
1224 W. VAN BUREN ST., CHICAGO 7, ILL. SEeley 8-1010



Allen B. Chalfant

Chalfant Now Heads Transport Ad Group

NEW YORK, Dec. 20—Allen B. Chalfant, director of promotion and research for New York Subways Advertising Co., will become managing director of the National Assn. of Transportation Advertising, Jan. 1. He succeeds George B. MacGlennon, who has resigned, and who will announce his plans later.

Mr. Chalfant has been associated with transportation advertising for the past 19 years, and has been with the New York Subways Advertising Co. since it started operations in 1940. His successor at the latter company has not been selected.

Starting his career in the department store field in Cleveland in 1919, Mr. Chalfant later became advertising manager of Abraham & Straus, Brooklyn department store. He was one of the early members of Amos Parrish & Co., New York, counselor to department stores and manufacturers on merchandising and promotion. He organized its national advertising agency division.

■ In his new post, Mr. Chalfant will organize a projected program of association development. One of the important aspects of this will be research in typical city markets to discover the number of users of public transit, their economic characteristics and other information of value to advertising and marketing men, as well as to the transit industry.

Form New Furniture Assn.

Furniture manufacturers from Texas, Oklahoma, New Mexico, Arkansas, Louisiana and Mississippi have organized the Southwestern Furniture Manufacturers Assn., with headquarters in Dallas. The new group has appointed Cain Organization Inc., Dallas, to handle its organization, public relations and marketing programs.

November Sales of Chain Stores

	November 1955	November 1954	% Gain or Loss	11 Months 1955	11 Months 1954	% Gain or Loss
FOOD CHAINS						
Grand Union	22,398,179	17,167,579	+30.4	*203,367,857	162,928,550	+24.8
Kroger Co.	107,147,608	85,104,255	+25.9	1,102,372,290	1,001,079,967	+10.1
National Tea	47,802,430	42,693,487	+12.0	525,231,781	477,355,592	+10.0
Safeway	134,195,051	128,590,296	+ 4.3	1,602,846,552	1,511,567,628	+ 6.0
Group Total	$ 311,543,268	$ 273,555,617	+13.9	$ 3,433,818,480	$ 3,152,931,737	+ 8.9
MAIL ORDER						
Sears, Roebuck	321,527,131	290,897,818	+10.5	*2,769,030,367	2,496,233,645	+12.1
Spiegel	17,401,636	15,820,250	+10.0	110,248,203	111,110,736	— 0.8
Montgomery Ward	110,174,412	93,926,351	+17.3	*853,367,423	775,591,238	+10.0
Group Total	$ 449,103,179	$ 400,644,419	+12.0	$ 3,732,645,993	$ 3,382,935,619	+10.3
DRUG CHAINS						
Peoples	4,688,881	4,530,614	+ 3.5	50,974,912	48,733,354	+ 4.6
Walgreen	16,598,394	15,051,698	+10.3	173,765,129	165,110,675	+ 5.2
Group Total	$ 21,287,275	$ 19,582,312	+ 8.7	$ 224,740,041	$ 213,844,029	+ 5.0
VARIETY AND MISCELLANEOUS						
Bond Stores	10,070,275	10,008,771	+ 0.6	†30,364,795	29,609,575	+ 2.6
Diana Stores Corp.	2,702,535	2,457,314	+10.0	†10,749,076	9,617,144	+11.8
Edison Bros.	6,732,091	6,276,803	+ 7.2	76,710,517	70,286,274	+ 9.2
Fishman, M. H.	1,272,507	1,133,392	+12.3	12,320,890	10,832,237	+13.7
Grant, W. T.	35,285,595	31,644,067	+11.5	283,087,124	257,123,582	+10.1
Grayson-Robinson Stores	11,381,885	9,638,131	+18.1	†36,731,896	30,900,886	+18.8
Green, H. L.	10,019,455	9,806,781	+ 2.1	*86,094,591	83,380,823	+ 3.3
Interstate Dept. Stores	6,625,148	6,214,265	+ 6.6	*52,114,994	49,476,179	+ 5.3
Kinney, G. R. Co.	4,039,000	3,544,000	+14.0	41,318,000	37,156,000	+11.2
Kresge, S. S.	32,244,316	29,830,666	+ 8.1	288,728,524	272,500,045	+ 4.8
Kress, S. H.	13,907,383	14,334,546	— 3.0	136,926,041	138,020,006	— 0.8
Lane Bryant, Inc.	5,590,618	5,249,612	+ 6.5	57,200,475	52,977,626	+ 8.0
Lerner	14,459,960	13,732,626	+ 5.3	125,493,008	116,612,909	+ 7.6
McCrory	9,620,161	9,262,508	+ 3.9	90,060,239	85,772,325	+ 5.0
McLellan Stores	5,185,595	5,051,303	+ 2.7	49,377,272	49,139,046	+ 0.5
Mercantile Stores, Inc.	13,455,000	13,102,000	+ 2.7	107,288,000	99,994,000	+ 7.3
Miller-Wohl Co.	3,251,897	3,060,974	+ 6.2	†12,318,095	11,527,256	+ 6.9
Murphy, G. C.	17,063,850	15,651,551	+ 9.0	160,891,029	149,388,248	+ 7.7
Neisner Bros.	6,013,325	5,613,054	+ 7.1	56,273,473	53,115,877	+ 5.9
Newberry, J. J.	16,687,739	15,725,269	+ 6.1	156,343,437	148,101,239	+ 5.6
Penney, J. C.	123,864,448	109,146,392	+13.5	1,024,468,791	927,708,481	+10.4
Sterchi Bros. Stores	1,444,671	1,349,338	+ 7.1	‡13,330,613	12,329,140	+ 8.1
Western Auto	7,696,000	6,032,000	+27.6	77,064,000	66,882,000	+15.2
Woolworth, F. W.	67,261,988	63,611,513	+ 5.7	633,603,553	595,088,213	+ 6.4
Group Total	$ 425,875,442	$ 391,476,876	+ 8.8	$ 3,618,858,433	$ 3,357,539,111	+ 7.8
Combined Total	$1,207,809,164	$1,085,259,224	+11.3	$11,010,062,947	$10,107,250,496	+ 9.0

*Totals for 10 months only.
†Totals for 4 months only.
‡Totals for 9 months only.

Seven-Up Buys Bob Crosby

The addition of Seven-Up Co., St. Louis, for a quarter hour a week gives the "Bob Crosby Show" a full house of sponsors. J. Walter Thompson Co. is the agency. The 30-minute program is aired Monday through Friday on CBS-TV.

Exquisite Form Boosts Welsch

Jack Welsch, former Schenley Distributors v.p., who earlier this year joined Exquisite Form Brassiere Inc., New York, as general sales manager, has been named v.p. in charge of promotion and marketing for Exquisite Form and its affiliated companies.

a NEW market for your product!

"Delighted that you have recognized the great need . . ." wired Nat (King) Cole, when he saw RECORD WHIRL, which is published for America's millions of music fans. Frank Sinatra said, "The book is a tremendous success." Take a tip from the experts . . . get *your* product in on the low rates still in effect!

Write *today* For Facts and Rate Card!

RECORD *Whirl*
By the publishers of DOWN BEAT
2001 Calumet Ave., Chicago 16, Ill.
Everything in the World about the World of Recordings

a maher publication
Publishing since 1934

Down Beat — Up Beat — Country and Western Jamboree — Record Whirl — Music — Beverages — Bebidas — La Farmacia Moderna — Radio y Articulos Electricos — Elaboraciones y Envases — La Tienda — Radio y Articulos Electricos Catalog File — Bebidas Annual Directory

to Sell The Kansas farmer

Buy the Kansas Farmer

PUBLISHED BY CAPPER PUBLICATIONS—
LARGEST AGRICULTURAL PRESS IN THE WORLD

Sales Offices: New York, Cleveland, Chicago, Topeka, Los Angeles and San Francisco

Plenty of water makes industrial plants prosper, too!

ONE OF THE big reasons for the healthy growth of Upper Midwest industry is nature's bountiful legacy of water. Here's what Minneapolis Star and Tribune news editor Paul Veblen found in a recent market-area study: "In Minnesota, one square mile in every 20 is covered by water.

"Minneapolis water mains can supply more than twice as much water as the city now uses. Underground water is also plentiful . . . commercial wells pumping 1,000 gallons a minute are common. Yet one geologist states: 'As far as we can see, there is no danger of overdrawing . . . no sign of difficulty, even in downtown Minneapolis where there is a concentration of wells. Few areas in the country can promise industry the water supplies we can.' "

What makes a market great?

Minnesota's "close to the surface" water is only a part of the fabulous wealth of the Upper Midwest. Just consider: Mining companies are spending more than a billion dollars in Minnesota on facilities to process Taconite . . . North Dakota's Williston Basin, only discovered in 1951, now has 440 producing oil wells in 17 proved fields . . . New refineries and related industries are sprouting all about the Upper Midwest to handle the oil from these fields . . . And enough lignite has been found in North Dakota to supply the total solid fuel consumption of the United States for 240 years.

Retail sales . . . bank debits . . . building permits . . . in fact, all accepted indicators of prosperity . . . are *up* in the Upper Midwest. All this adds up to a picture of market prosperity that is certain to make headlines for years to come. No wonder they say, "The next 25 years belongs to the Upper Midwest."

Minneapolis Star *and* **Tribune**

EVENING — MORNING AND SUNDAY

625,000 SUNDAY • 495,000 DAILY

JOHN COWLES, *President*

If you are an advertiser, or an advertising agency, we can show you facts and figures to prove: the quickest, most economical way to tap the rich Upper Midwest Market is through the Minneapolis Star and Tribune. Now only the 4 largest cities in the United States have newspapers with more circulation than the Minneapolis Sunday Tribune: 625,000 in Minnesota, North and South Dakota, western Wisconsin.

'Institutions' Hits Frozen Food Men for Neglecting Its Field

CHICAGO, Dec. 20—The mass-feeding institutions industry has been neglected as a prime market by frozen food manufacturers and distributors, *Institutions Magazine* charges. It bases its charges on a new study described in a pamphlet, "The Institutions Market for Frozen Foods."

"The facts revealed by this survey indicate that although the institutions field has grown physically in proportion to the increase in population, in production of frozen fruits alone, for example, the percentage of total U. S. pack used by the institutions market has dropped from 86.28% in 1945 to 69.49% in 1953," said C. W. MacLeod, director of marketing and research of *Institutions*.

■ "Considering those figures and the fact that the total U. S. pack of these frozen fruits increased by 113%, from 206,363,651 lbs. in 1945 to 439,929,978 lbs. in 1953, obviously the frozen foods manufacturer and distributor have lagged behind in their development of the institutions market for the products as opposed to home consumption," he said.

He continued: "An earlier survey conducted by *Institutions* revealed that 57% of the institutions interviewed planned to buy more frozen food during 1954 than had been purchased the previous year. That this actually was done is corroborated by a survey of frozen food distributors conducted by the National Wholesale Frozen Food Distributors Inc. A total of 79.7% of the members of this organization reported selling more frozen foods to institutions in 1954 than ever before.

"A field as large and diversified as the institutions market needs new and additional channels of distribution. The frozen foods manufacturers and distributors who first realize this fact and do something about it will reap the extra profits that this market is holding out to them."

Naegele Officers Buy Western Outdoor, Wichita

A group of associates and officers of the Naegele Advertising Co., Minneapolis-St. Paul, has purchased Western Outdoor Advertising Co., Wichita, Kan., from H. H. Hurst. Steve Price, president of Steve Price Advertising Co., Mason City, Ia., has been named president. Western Outdoor will retain the same name.

Other officers of the new division are Robert O. Naegele, chairman of the board; Charles B. Burkhart, v.p.; Walter F. Broich, v.p.; James C. Root, v.p.; Victor A. Root, secretary-treasurer. All are officials of Naegele Advertising or its divisions.

Changes Name to Bugli Inc.

The New York public relations company of Eldean-Bugli-Chesrown has changed its name to Ralph W. Bugli Inc. Fred Eldean retired from the business several years ago, and Melva Chesrown opened her own p.r. company last year. Ralph W. Bugli, president, has been with the company since its founding in 1944.

Wage Earners Are Loosest in 'Loose Money' Era: Smith

NEW YORK, Dec. 20—This is an era of "loose money." The more technical term for "loose money" is discretionary spending power.

"Nowhere else in the world," says the current marketing memo issued by Everett R. Smith, director, division of marketing and research of Macfadden Publications, "is there so much money above and beyond taxes and fixed expenses—the costs of the necessities of living—to be used at the discretion of the family . . .

"Discretionary spending power available to U. S. non-farm families during the third quarter of 1955 was at the annual rate of $121.1 billion. Of this total 'loose money,' $74.76 billion (61.7%) is in the hands of wage earner families."

■ Who has the loose money?

"Not everybody," says Mr. Smith. "Particularly not the people at the two extremes of the economic scale. The people at the top level have less than they used to have because of the steady increase in the tax bite. The people at the lower extreme just don't have that money; but the number at this lower level is constantly decreasing as the masses move up in earning power.

"Those who have the greatest share of the loose money are the wage earner families and other families who live as the wage earners live. The wage earner half of American families has two-thirds of all the discretionary spending power.

■ "That is why they are ready to look at, think about and reach for the new wants created by advertising," Mr. Smith says. "That is why as a market they are most important in America today, because they have the loose money with which to buy the things they want."

Commenting on the fact that personal savings currently are smaller in relation to disposable income than at any time since early 1951, Mr. Smith suggests it is based on the available job supply.

"People are sure of their jobs," he says. "They are earning more and spending more. With pensions, jobless pay and other security benefits, there seems less need to save."

Quaker Oats Promotes Peter Warner, David Ross

Quaker Oats Co., Chicago, has promoted Peter B. Warner to manager of grocery products advertising and David W. Ross to advertising department manager, both new posts. Mr. Warner formerly was ad manager of the Ken-L-

David W. Ross

Peter B. Warner

Products division, and Mr. Ross previously was advertising marketing manager.

Also promoted to new assignments in the advertising department are Robert B. Strom, supervisor of cereal advertising; Harvey M. Andersen, supervisor of Ken-L-Products advertising, and Richard P. Einwalter, supervisor of corn goods advertising.

Looking ahead...

Some of the most stirring pages in the story of American radio and television have been written at WMAQ and WNBQ.

Through 34 years of service, Radio Station WMAQ has pioneered an impressive list of "firsts." And it is the Midwest leader in programming developments which today are strengthening radio's vital, dynamic role in the age of television.

Television Station WNBQ, entering its 8th year, has set the pace for the whole industry with its renowned "Chicago School" of television. In every area of programming, WNBQ has always been in the vanguard of innovation which proved to be just what the public wanted from its TV sets.

1956 will see WNBQ and WMAQ moving still further ahead. It has already been announced that this Spring WNBQ will become the first TV station in the country to *go Color exclusively!* All live local studio programming will be transmitted in RCA compatible color—an opportunity for advertisers to give a dramatic new framework to their messages. WNBQ will be the perfect testing ground for the techniques of color presentation of advertisers' products.

From their vantage point of established leadership in Mid-America, WMAQ and WNBQ look ahead to continued progress and pioneering . . . to even greater service to audiences and advertisers.

WMAQ NBC RADIO IN CHICAGO
WNBQ NBC TELEVISION IN CHICAGO

a service of RCA *Represented by NBC SPOT SALES*

He's got to stay **home**... to read **MI**

...then he **rushes** out to **buy**!

Junior wants his room done over ranch-house style . . . Sis keeps pitching for that extra bathroom . . . Mama won't give an inch on reupholstering that sectional sofa in the living room. Home modernization's catching on like wild-fire and Pop's in the middle. But he loves it!

Fact is, he even instigates home improvements himself when he finds the how-to-do spelled out so clearly in the pages of MECHANIX ILLUSTRATED, his favorite magazine. For nowhere under the publishing sun does *motivation* and *method* work hand in hand like this. It's just 3 simple steps . . .

1. He grabs the current issue of MECHANIX ILLUSTRATED, reads everything in it, makes his buying decisions.

2. Rushes out to his nearest lumber yard, hardware dealer, plumbing supplier, decorator shop — and buys everything he needs to do that home modernizing job.

3. With MI, his favorite handbook close by — he remodels that bedroom, does a professional-looking plumbing or upholstering chore—or whatever the project may be.

Sure, 1956 will be "*Home Improvement Year*" . . . but the million modernization-mad readers of MI aren't waiting for the President's proclamation to get started. They've been at it all along — renovating, rebuilding, repairing—parlaying do-it-yourself hobbies into better living for the whole family. And they're buying their heads off . . . power tools, paint, hardware, fixtures, building supplies . . . the list is limitless! And so's your potential . . . with the "MI MILLION" to shine up your sales outlook.

MECHANIX ILLUSTRATED

THE HOW-TO-DO MAGAZINE

A Fawcett Publication

67 West 44th Street, New York 36, N. Y.

CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

Business Paper Success Story . . .

Manifold Uses of Non-Ferrous Metals Led to Federated's Varied Ad Plans

NEW YORK, Dec. 20—The advertising and selling problems of the Federated Metals division of American Smelting & Refining Co. suggest themselves, in a limited way, in the line carried below the signature in most of the advertising copy. "Aluminum, Anodes, Babbitts, Brass, Bronze, Die Casting Metals, Lead, Lead Products, Magnesium, Solders, Type Metals, Zinc Dust" is the way it runs.

A full list of the individual non-ferrous products comprising Federated's line runs to more than 82 items, many with additional subsidiary types and sizes. Federated's advertising manager, E. L. Rimbault, and Jackson How, account executive of John Mather Lupton Co., New York, which has handled the account for some years, therefore have a complex job to do.

■ The basic idea, according to Mr. How, is to establish Federated as headquarters for non-ferrous metals. The advertising is carefully directed to major executives through several horizontal journals, and to specialized industries in ten groups through their specialized magazines.

Federated is largely the reclaiming division of American Smelting. In this capacity it reclaims and sells alloys of virtually all non-ferrous metals—including copper, aluminum, zinc and lead—to all industry.

The division is both a buyer and a seller, through its 21 sales offices in the U.S., plus two in Canada. The company has 12 plants.

While there is plenty of competition, ranging upward from the small local foundry, the company emphasizes in its advertising and other promotion its long experience, wide research and variety of products. It underlines the company's assertion that if the customer needs a non-ferrous product and doesn't know where to get it, he can always find it at Federated. This selling appeal has proved effective. As a major producer of industrial and automotive solders, plating materials, brighteners and other equipment, the advertiser's selling campaign calls for expert attention to numerous technical points, and to corresponding care in copy preparation.

■ The ten groups into which the Federated markets are divided include (1) general, where company executives in all industries are told about the phases of industrial need which Federated products can meet; (2) foundries, with emphasis on such products as Tenzaloy, a Federated specialty; (3) type metal, with stress on the savings which can be made by using the best possible materials in this area; (4) plating materials, covering numerous kinds of non-ferrous anodes; (5) marine cathodic protection for ship tanks and hulls; (6) soil cathodic protection, for buried pipe lines and the like; (7) chemicals—largely two products, zinc dust and lead in various forms, such as fittings, pipe and sheets; (8) die casting, for which Federated offers zinc and aluminum products; (9) electronics, with solders and copper and brass alloys, and (10) what is called the automotive "after-market"—body repair materials and body solder.

These ten groups cover the major markets to which Federated products appeal, but there are others. The problem is how to reach as wide a consuming area as possible within reasonable advertising and promotion costs. In addition to the publications covering these ten groups, where regular schedules (6 to 13 insertions a year) are run, and to the general business magazines, Federated also uses consistent direct mail promotion and a technical publicity program which ties in with the advertising. This program is managed by Lupton's p.r. director, Paul Platzman, an engineer and publications specialist.

■ Company literature runs from flyers or eye-catching folders in which tiny detachable "briefcases" carry sales messages, to handsome booklets, many of them of textbook quality in their technical and scientific content. "Lead Handbook," "Solder," "Bearing Alloys," "Casting Handbook," and "The Federated Metals Story" are among the titles.

Typical advertising copy runs in two-thirds pages. Always headed by an illustration, which sometimes takes up half the space or more, and with a head related to the picture, a limited amount of copy follows. Under it is the signature, "Federated Metals," beside which is a clever trademark, in which the letter "F" is used alliteratively—"Federated—First in the Non-Ferrous Field."

Some heads reflect the flavor of the copy. "This casting took a lot of pre-natal care" is illustrated with a casting in a bassinet. Other heads include: "Why sprinklers sprinkle when things get hot," "Get faster, neater work with this star-shaped solder," "Metal ganglions for the mechanical brain" and "Federated zinc dust as a reducing agent."

■ Here is the list of publications used in the campaign:

General: *Business Week, U.S. News & World Report.* Automotive: *Motor, Motor Age.* Cathodic Protection (marine): *Marine Engineering, Work Boat.* Cathodic Protection (soil): *Corrosion.* Chemicals: *Chemical Engineering, Chemical Week.* Die-casting: *Modern Metals, Precision Metal Molding.*

Electronics: *Electronics.* Foundry: *American Metal Market, Daily Metal Reporter, Foundry, Materials & Methods, Product Engineering, Purchasing, Steel.* Plating: *Metal Finishing, Plating.* Type Metals: *Editor & Publisher, Inland Printer, Printing Equipment Engineer.*

This casting took a lot of pre-natal care

The success of a casting is often determined long before the metal is melted and the casting poured, because no matter how carefully casting is done nor how excellent the mold, a quality part cannot result unless quality metal is used.

Foundries and die-casters need ingots that will be alike in quality and characteristics from lot to lot, especially when castings of intricate character must be precisely cast in quantities. To insure such results, the Federated Metals Division of American Smelting and Refining Company employs the most modern quality control methods. Electronic testing devices and expert metallurgists check each heat poured from Federated's furnaces.

Both supporting and preceding quality control is Federated's modern Central Research Laboratory, which has developed alloys such as Castomatic,® type metals and solders and Tenzaloy, the high strength aluminum alloy that ages without heat treatment.

Whatever you need in non-ferrous ingot metal, or in technical service to assure good non-ferrous castings, think of Federated first as your source of supply and technical information. Our broad experience with all kinds of non-ferrous metals has earned us our reputation as Headquarters for Non-Ferrous Metals.

Federated Metals

DIVISION OF AMERICAN SMELTING AND REFINING COMPANY
120 BROADWAY, NEW YORK 5, N. Y.
In Canada: Federated Metals Canada, Ltd., Toronto and Montreal

American, Anodes, Babbitts, Brass, Bronze, Die Casting Metals, Lead, Lead Products, Magnesium, Solders, Type Metals, Zinc Dust

CUDDLY CASTING—*Federated Metals division, American Smelting & Refining Co., New York, ran this ad for castings in American Metal Market, Business Week, Foundry, Steel, and U.S. News & World Report.*

Successful advertisers know the first way is the best way to sell the $471,527,000* Quad-City Market

DAVENPORT, IOWA — ROCK ISLAND, MOLINE AND EAST MOLINE, ILL.

DAVENPORT NEWSPAPERS

FIRST in advertising lineage in the Quad-Cities!

FIRST in Quad-City circulation!

FIRST in advertising lineage in ALL IOWA!

MORNING DEMOCRAT
EVENING DAILY TIMES
SUNDAY DEMOCRAT & TIMES

Headquarters: Davenport, Iowa Represented Nationally by JANN & KELLEY, INC.

*Copr. 1955 Sales Mgmt. Survey of Buying Power

CHILD TRAINING ASSOCIATION, INC.®

Has a **Powerful Pull** (both ways)

for ADVERTISERS through

Children's Activities®

50¢ a copy; 1 year, 10 issues, $4.00

Delivered each month to more than 300,000 homes, with over 1,000,000 children, who need SHOES, CLOTHING, FOODS, DRUGS, TOYS, TOILET ARTICLES, SPORTING GOODS.

We will display your product on a full page to this tremendous purchasing audience, where a penny will reach 2½ homes with 9 children.

Paul Denneny 1111 S. Wabash Ave. Chicago 5, Ill. Phone: Harrison 7-3362

Reimers to French & Preston

Carl Reimers has joined French & Preston, New York, as v.p. He will be responsible for planning, creative and promotional activities and will continue to specialize in fashion and textile advertising. Mr. Reimers was president of his own advertising agency for 30 years and, most recently, was senior v.p. of Bozell & Jacobs.

Chicago Rawhide Names West

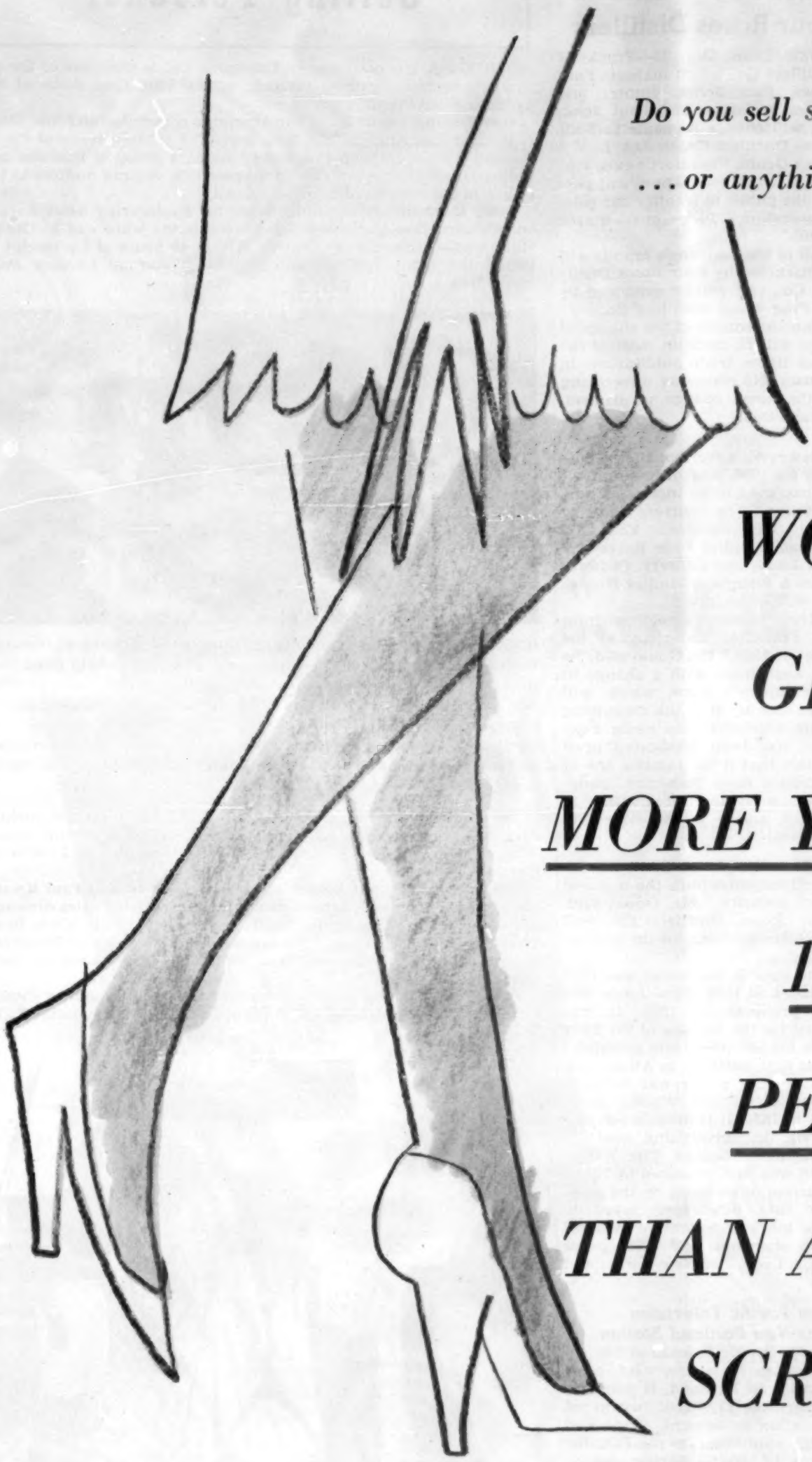
G. J. (Jack) West has been appointed advertising manager of Chicago Rawhide Mfg. Co., producer of oil seals used in automobiles, trucks and industrial machinery. Mr. West formerly was advertising coordinator of Foote Bros. Gear & Machine Corp.

MEREDITH *Radio and Television* STATIONS

affiliated with Better Homes and Gardens and Successful Farming magazines

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 NBC

Represented by KATZ AGENCY INC. JOHN BLAIR & CO. BLAIR TV, INC.



Do you sell stockings, slips, girdles, bras

... or anything a woman wears? Then hear this...

THE FAWCETT WOMEN'S GROUP GIVES YOU MORE YOUNG WOMEN 18 TO 25 PER DOLLAR THAN ANY OTHER TOP SCREEN-ROMANCE COMBINATION

THESE ARE THE FACTS: (1) Get a woman young and she's yours for life. (2) More 18-25's here per dollar than anywhere else. (3) More young-marrieds, ditto. (4) More households with youngsters under 5. (5) Real readership vitality — 87.3% newsstand sale, handsome bonus delivered 3d quarter, '55. (P.S.) When you're buying young women — and the low-cost, low-duplication screen-romance groups—buy horizontally, select the best books from the top of the best groups . . . and you can't miss TRUE CONFESSIONS and its screen-sister, MOTION PICTURE. Delivered bonus 3d quarter, 1955 in excess of 250,000. Fawcett Publications • 67 W. 44th St., New York • Chicago • Detroit • San Francisco • Los Angeles.

Schenley Continues Drive

Instead of curtailing its advertising schedule on Dec. 25 as it has in the past, Schenley Distillers Co. will continue insertions for its Schenley Reserve whisky in 422 newspapers through New Year's Eve. Batten, Barton, Durstine & Osborn, New York, is the agency.

WDSU Buys Modern Stock

WDSU Broadcasting Corp., New Orleans, is buying a substantial interest in Modern Broadcasting Co., which owns and operates WAFB (am and fm) and WAFB-TV, Baton Rouge. WDSU has been a stockholder in Modern Broadcasting since 1952. The sale is subject to Federal Communications Commission approval.

ARF Elects Five Subscribers

The Advertising Research Foundation, New York, has elected five additional subscribers. They are the *New York Daily News; Television; True;* Guild, Bascom & Bonfigli, San Francisco, and Tucker Wayne & Co., Atlanta agency.

Houston Port in Fund Drive

The Houston Port Bureau is pushing a campaign to raise $265,000 for its 1956 promotion budget. In tonnage, Houston reportedly is second only to the port of New York.

FIRST in the fraternal field!

The Elks Magazine, with its 1,065,630 total net paid circulation (ABC Dec. 31, 1954) leads the fraternal field. In the last ten years, circulation has increased 45%, by far the largest gain of any fraternal publication.

Largest circulation of any fraternal magazine!

THE Elks MAGAZINE

New York • Detroit • Chicago • Los Angeles

FASTER Billings
FASTER Checks
—Thanks to Univac!

It's easier than ever—and MORE PROFITABLE—for advertising agencies to do business with weekly newspapers the "WNR Way". Weekly Newspaper Representatives, Inc., and its 7,000 weekly newspaper clients offer a completely new, speedy, efficient, billing system. The miracle of modern electronics is saving days of time and additional dollars, too. We like UNIVAC. You will too!

WEEKLY NEWSPAPER REPRESENTATIVES

920 Broadway, New York 10, N. Y.
Warren Grieb, General Manager
GRamercy 5-5700

Frankfort Distillers to Change Name to Four Roses Distillers

NEW YORK, Dec. 20—Frankfort Distillers Co., which markets Four Roses, Paul Jones, Hunter and Wilson whiskies, and Paul Jones gin, will change its name to Four Roses Distillers Co. on Jan. 1.

Jay Gould, Frankfort's exec v.p., said that the new name "will permit the public to identify our sales organization with our major brand."

All of the company's brands will be marketed by Four Roses Distillers Co., and will be produced by the Four Roses Distilling Co.

Announcements of the change of name will be made in most of the major liquor trade publications in January. No consumer advertising on the name change is planned, AA was told.

■ However, advertising expenditures for 1956, now in preparation, are expected to be increased substantially. The current agency lineup will continue. Young & Rubicam handles Four Roses and Paul Jones, and Doherty, Clifford, Steers & Shenfield handles Hunter and Wilson whiskies.

"The modernization program that Frankfort undertook at the outset of 1955," Mr. Gould said, "is now augmented with a change in the company's name which will better identify it to the consuming public. Choice of the name Four Roses has been predicated upon the fact that it has become one of America's most respected trademarks, a symbol of quality to millions, and a valuable asset to the trade.

■ "While Frankfort Distillers Co. is well known within the distilled spirits industry," Mr. Gould said, "Four Roses Distillers Co. will have more meaning for the general public."

The Four Roses brand was first produced in 1888. Paul Jones was first produced in 1865. It was named for the founder of the Four Roses organization, who established his first distillery in Atlanta after the close of the war between the states. Hunter whisky dates back to 1860. It is notable for pioneering in advertising and in packaging in bottles. The Wilson brand was first produced in 1823.

Current advertising by the company uses newspaper space in major markets, extensive 24-sheet poster showings, and color pages in *Life, Look, The New Yorker* and *Time.*

North Pacific Television Plans New Portland Station

North Pacific Television Inc., in preparation for a new v.h.f. color tv station in Portland, is planning to purchase $1,000,000 worth of installation equipment. Plans also include application to the FCC for merger of North Pacific, which holds a permit for Channel 8, and Pioneer Broadcasters Inc., licensee of KGW, Portland. The proposed station would be completely equipped with RCA equipment to originate color tv, and installation is scheduled to be completed before July, 1956.

If the merger is approved all the present owners of the two companies will continue as directors of and shareholders in North Pacific Television Inc., with Gordon Orput as president; Dorothy S. Bullitt, exec. v.p.; Paul F. Murphy, v.p.; Henry A. Kuckenberg, v.p.; W. Calder McCall, treasurer; Prescott Cookingham, secretary, and Henry B. Owen, v.p.

Fantus Names Smith, Hagel

Fantus Factory Locating Service, New York, has appointed Smith, Hagel & Knudsen, New York, its first advertising agency.

Getting Personal

J. H. Gunn, v.p. of J. Walter Thompson Co., is chairman of the allied arts section, business division, of the 1956 fund drive of the Chicago Heart Assn. . .

Don Belding, chairman of the executive committee of Foote, Cone & Belding, Los Angeles, has been appointed western regional v.p. of the Defense Orientation Conference Assn., a group of business and industrial executives who help interpret U.S. defense matters to the public in the interest of national security. . .

Craig Mitchell, promotion manager for *Engineering News-Record* and *Construction Methods & Equipment,* is the winner of McGraw-Hill's employe short story contest. Within 48 hours of his receipt of the award, Craig sold his entry to *The Saturday Evening Post.* Never took a lesson, either. . .

FLOOD VICTIM GIFTS—*The annual Christmas benefit party of the Advertising Women of New York this year was held to help flood victims in Connecticut. Shown here are Carl Woodward, sales promotion manager of American Brass Co., Waterbury, Conn., receiving gifts from Patricia Donnelly, director, Lithographers Journal, and Bernadine Lawlor of the Job Center Agency. Also, the advertising women donated household appliances to flooded-out Connecticut women.*

The 1955 *Parents' Magazine* medal for outstanding service to children has been awarded to **Neil McElroy**, chairman of the recent White House conference on education and president of Procter & Gamble. . .

Hal James, Ellington Agency v.p. of radio and tv, and **Paul Kwartin,** head of Associated Artists' newly formed national sales division, are new recruits at the Professional Actors Studio of the White Barn Theater, Westport, Conn. They can be heard talking to themselves almost any day on the Westport commuter train, learning their lines. . .

Sally Ostin Steele, daughter of **Alfred Steele**, president of Pepsi-Cola Co., was married Nov. 29 to Lt. John David Comer, U.S.A.F., in Tokyo. . .

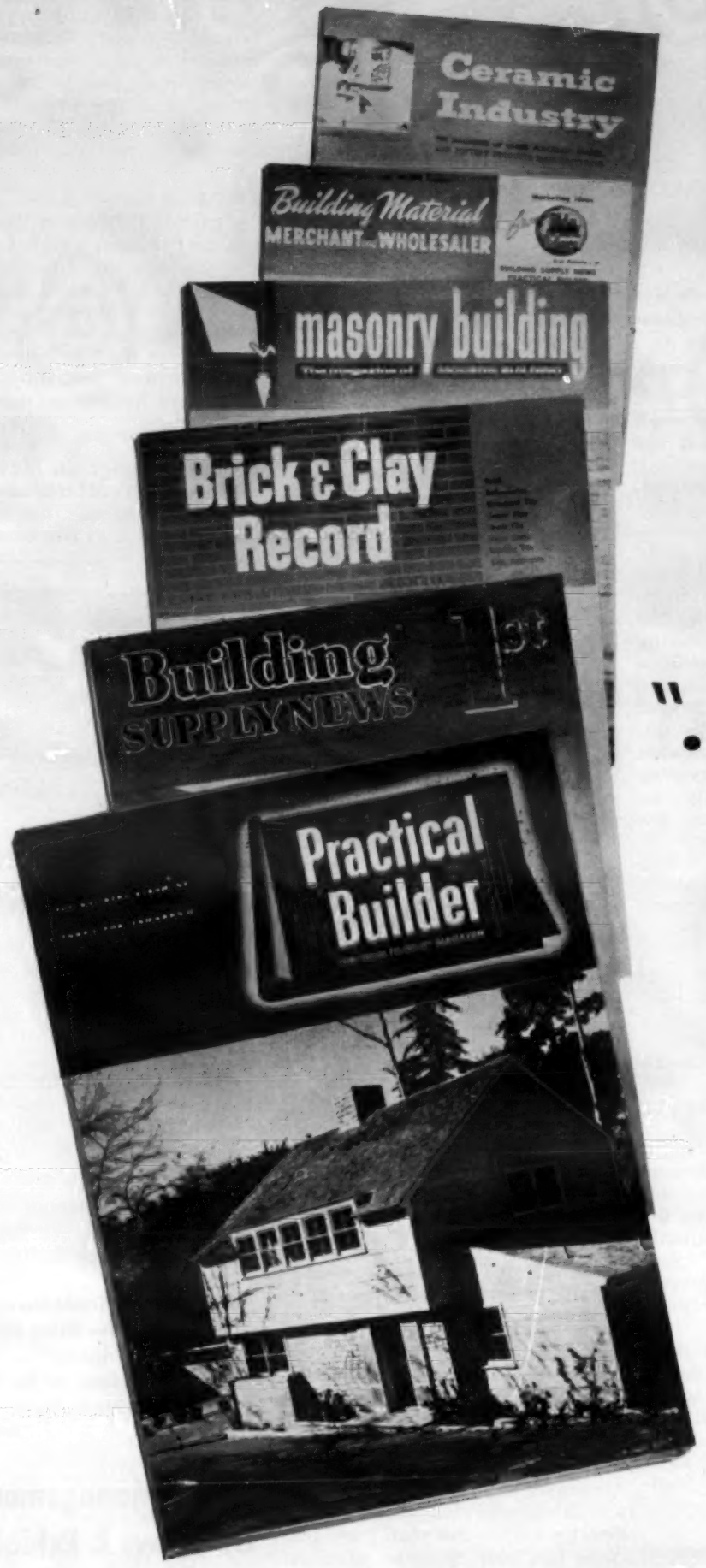
ADMAN'S LUCK—*In 12 minutes flat, Arnold Cohan, v.p. in charge of Mumm, Mullay & Nichols' New York office, landed this 6' 10" sailfish—and for such a record speedy catch, was awarded a certificate of honorary membership from the Miami Beach Sailfish Club. Green-eyed admirers are (left to right) W. Lee Booth, Gerald O. Kaye & Associates Corp.; Randolph Blatz, Crosley-Bendix division of Avco Corp.; the victorious Cohan, and Samuel Brechner, also of Gerald O. Kaye.*

Gladys Edith Varnberg, Young & Rubicam, New York, and **William Lyon Evers Jr.**, Manhattan Direct Mail, New York, have announced their engagement. . .

Plans for a Dec. 28 wedding in Vienna have been announced by Claude Lamotte and Pvt. Michael Palmer, son of **Paul Palmer,** an executive editor of *Reader's Digest. . .*

Janet Deborah Rabins, daughter of **William G. Rabins,** publisher of *Hosiery & Underwear Review,* will be married next August to Clifford Alan Wohlberg. . .

Ralph Renick, news director of Station WTVJ (tv), Miami, has received the 1955 Good Citizenship Award of the Coral Gables Civitan Club for his public affairs forum, "What's the Story?" . . . Nov. 19 was the wedding day of **John Freeman,** promotion manager of the *Kansas City Star,* and Marie Moffett . . .



Practical Builder

"...it is bound to rub off"

When you buy space in Practical Builder you buy more than the eye sees. You buy not only the greatest builder-buyer-book in the business but something more... something that does not show up in slide rules or in Standard Rate and Data: *the fact that it is published by the top publisher in the building industry*. For Practical Builder is not a solo-performer.

It is one of *six* building magazines published by Industrial Publications Inc. at Building Industry Headquarters.

No editorial staff of any one publication in the building field has comparable resources on which to draw. With 35 full-time editors on the job every day... each in his way dedicated to the same basic industry... the men who work on one publication benefit by intimate contact with those who work on other publications in the family. As one advertiser-friend put it: "It is bound to rub off... bound to make each book in the group better informed, better edited, better read." Thus PB is not only a great buy by every yardstick of media measurement but an even better buy because of the *influence and prestige* it generates for every advertiser who uses it.

©INDUSTRIAL PUBLICATIONS, INC., CHICAGO 3:
Publishers of Practical Builder, Building Supply News,
Building Material Merchant and Wholesaler, Ceramic Industry,
Brick and Clay Record and Masonry Building.

Gardner's Streamlined Cessna Is 'Flying Agency' and Testimonial

ST. LOUIS, Dec. 20—Four years ago Gardner Advertising helped "sell" Cessna Aircraft Co., Wichita, on company executives as the prime market for its light aircraft —and on a long-range testimonial ad campaign to help build the market.

Within a year Cessna had returned the compliment, selling the agency itself an executive plane. Both companies, it can be said, are well content.

Cessna has boosted its share of the whole private plane market from one-fourth to nearly one-half over the last four years. Gardner is also "flying high": Its use of what it calls its "airborne ad agency" could well have graced one of the 175 testimonial ads Gardner has turned out for Cessna.

■ William J. Rogers, account exec on Cessna and an airplane enthusiast, provides the potential copy. "Our Cessna is really a flying advertising agency," he told AA. "Frequently, an account exec is accompanied on a call by an art director and copywriter or researcher.

"Vital conferences can be conducted en route, the meeting held conveniently with the client, and the trip home utilized for planning execution of an ad or a program."

From his special standpoint, Treasurer H. S. Gardner Jr. agrees, though he admits that he "had to be shown." In the first 20 months of use, he figured that the agency saved $14,980 on commercial airline fares and staff man-hours—leaving a net cost of only $8,460 for the period.

■ "I consider this a very reasonable cost—which is more than offset by many intangible advantages," he said. One of these, he added, is the ability to offer lifts to members of client organizations.

To date, the Gardner plane has logged more than 400,000 passenger miles and carried virtually every agency account executive and key creative man to more than 35 cities. This month, the agency made a change, replacing its single-engine Cessna with a streamlined two-engine version.

Gardner's pilot—Everett Taylor, an ex-airline-captain—keeps his craft ready for instant use on what amounts to almost a door-step taxi service basis. Usually he schedules pickup of agency executives at suburban airports located nearest their homes, or else at a field in East St. Louis which is just 20 minutes from Gardner's office.

■ One of the plane's prime patrons is Oscar Norling, who handles Duncan Hines mixes for Gardner. Mr. Norling frequently visits one of Nebraska Consolidated Mills' plants at Decatur, Ala.—a 14-hour ride each way by train.

Now, however, he can leave St. Louis at 7 a.m., arrive in Decatur at 9:30 and return in time for dinner and an evening with the family. Mr. Norling habitually takes along his portable typewriter, and says he often arrives home with his conference reports already completed.

In a somewhat different category is Chuck Forbes, farm group regional account exec who serves Gardner farm accounts in a five-state area. Mr. Forbes flies his own Cessna and has covered more than 30,000 miles on agency business.

■ Aerial hitch-hiking is practiced and encouraged at Gardner. Company plane flight schedules are posted at all times, and whenever an adman finds the craft going his way he can ride along—to be put down at any intermediate point on the flight. If his appointment schedule works out right he can even be picked up again on the return flight.

Finally, Gardner's plane offers this added "intangible"—the ability to make tough special assignments comparatively easy.

There was the time, for example, when Gardner client Southwestern Bell Telephone Co. needed a series of aerial photographs of 43 Oklahoma towns. Using its own plane Gardner completed the job in just three days.

NEW MODEL DISPLAY—*Gardner Advertising Co., St. Louis, saves time and money with a private plane—just as its ads for Cessna Aircraft Co. say businesses can do. Shown here are William J. Rogers (left), Gardner's account executive for the Cessna account, and Pilot Taylor. Gardner has just bought this new twin-engine plane, which has a cruising speed of 200 mph, to replace the single engine Cessna 195 it had flown since 1952.*

JOURNEY MEN—*"Four salesmen fly from Dallas to Oklahoma City . . . make 32 separate calls . . . return to Dallas before dark," says this Cessna ad.*

'YOU TOO CAN FLY'—*Cessna uses a case study approach to convince business men of the dollar value of a private plane.*

FLYING ADMAN—*Oscar Norling, Gardner account executive for Nebraska Consolidated Mills, completes a conference report on his way back to St. Louis.*

Klau-Van Pietersom Names Alexander, Turner, Doolittle

Klau-Van Pietersom-Dunlap, Milwaukee, has appointed Fred C. Alexander and Noel Turner v.p.s. Mr. Alexander was named copy director earlier this year. Previously he had been with the advertising department of Allis-Chalmers Mfg. Co. and also headed his own agency. Mr. Turner, who joined the agency in September, formerly was with Griswold-Eshleman Co., Cleveland, and with Needham, Louis & Brorby, Chicago.

Klau-Van Pietersom-Dunlap also has named James M. Doolittle director of radio and television. Mr. Doolittle formerly managed the radio and tv departments of Fredericks Bros., Mitchell J. Hamilburg Inc. and Robert Kenneth James Inc., all Hollywood agencies.

Grossman Appoints Two

Arthur Grossman Advertising, Chicago, has appointed Josephine Nelson a copywriter on the Presto and Norge accounts and Lesley C. Green an art director. Miss Nelson was formerly with J. Walter Thompson Co.; Mr. Green was art director of Ross Roy Inc., Chicago.

WOW to Buchanan-Thomas

Buchanan-Thomas Advertising Co., Omaha, has been appointed to handle advertising for Meredith WOW Inc. Meredith operates WOW and WOW-TV, Omaha.

Mrs. DuTremblay Heads 'Montreal LaPresse'

Mrs. Angelina-Berthiaume DuTremblay will succeed her late husband as president and publisher of *Montreal LaPresse,* Canada's largest French language daily newspaper. Her husband, P. R. DuTremblay, died Oct. 6. Mrs. DuTremblay is the daughter of the late Treffle Berthiaume, who founded the newspaper in 1884.

Two Join Joseph Katz

Charles J. Weigert has joined the staff of Joseph Katz Co., Baltimore, as director of media. He formerly was with Lynn Baker Inc., Foote, Cone & Belding and Benton & Bowles. Theodore Braude, formerly with Kastor, Farrell, Chesley & Clifford and Hazel Bishop, has joined Katz as an account executive.

Rippey, Henderson Moves

Rippey, Henderson, Kostka & Co., Denver agency, has moved to larger quarters at 909 Sherman St.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1929
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

You Get Far More Than Metropolitan DECATUR, Illinois When You Buy . . . THE HERALD AND REVIEW

100%* family coverage
DECATUR METROPOLITAN AREA
- Population: 108,800
- Retail Sales: $140,338,000
- Food Sales: $ 30,397,000
- Auto Sales: $ 30,155,000

62.1%* family coverage
DECATUR OFFICIAL RAND McNALLY 10-COUNTY TRADING AREA
In 1954, Rand McNally re-evaluated the Decatur Trading Area, raising it from a six-county to a ten-county market.
- Population: 284,600
- Retail Sales: $308,747,000
- Food Sales: $ 65,092,000
- Auto Sales: $ 71,265,000

49.4%* family coverage
TOTAL HERALD AND REVIEW 15-COUNTY MARKET
- Population: 408,300
- Retail Sales: $434,980,000
- Food Sales: $ 93,008,000
- Auto Sales: $ 99,801,000

*S.M. Annual Survey, 1955 ABC Sept. 30, 1954
Write for "The Decatur Story". See the spectacular expansion of The Boom City of Illinois
DECATUR Herald and Review
A Lindsay - Schaub Newspaper
Member Illinois Color Comic Group
Jann & Kelley, Inc. Nat'l. Reps.

SPARK EVERY PROMOTION with Genuine GLOSSY PHOTOS
Ideal for all purposes!
Sharp, clear, crisp prints in quantities of 5 to 50,000, sizes from 2½ x 2 to 40" x 60". Prompt delivery.

1000	$65.00
500	37.50
100	8.50
50	5.00
25	3.50
12	2.40
6	1.92

8 x 10 Cost Chart
Reproduction Negative where required . . . Additional $1.35 each subject.
The PHOTOMATIC Co.
53-59 E. Illinois St. • Chicago 11, Ill.
Phone WHitehall 4-2930

How AR Advertising Requirements serves Management On Shows & Exhibits

With electronics and other aids providing new methods of showmanship to advertising, advertising managers and others planning trade shows and exhibits look to AR for ideas, "how-to" articles, and new developments they can use. Following are typical articles that have helped build intense readership of AR every month:

"Closed Circuit TV"
"Redesigning an Exhibit Pays Off"
"How to Make Fair Exhibits Pay Off"
"Budgeting for Trade Shows"
"Fairs as an Advertising Medium"
"Trade Show Trickery"
"Yale Puts Its Show on the Road"
"Maturity for Trade Show Exhibits"

Sells Management On Shows & Exhibits

Grouped together with top articles on how to stage shows and exhibits, advertisers' messages outlining values of their products and services naturally get intensive readership and response. Among AR's current advertisers are:

Middle West Display & Sales Co.
Exhibit Management Associates
Hollywood Banners
Sho-Aids, Inc.
Gibraltar Corrugated Paper Company, Inc.
Lewis Barry Inc.—Trade Show Exhibits
Sheraton Hotels
Advertising Trades Institute, Inc.
Capex Company, Inc.
General Exhibits and Displays Inc.

If shows and exhibits are either your problems or your products —turn to AR for results!

Advertising Requirements
200 E. ILLINOIS ST. • CHICAGO 11, ILL.
Published by the publishers of ADVERTISING AGE and INDUSTRIAL MARKETING

POST readers know value in a newspaper. That's why they will pay $510,120* more this year for the privilege of enjoying Texas' Great Newspaper. The Post's amazing growth in circulation has come about without gimmicks, or artificial circulation stimulants.

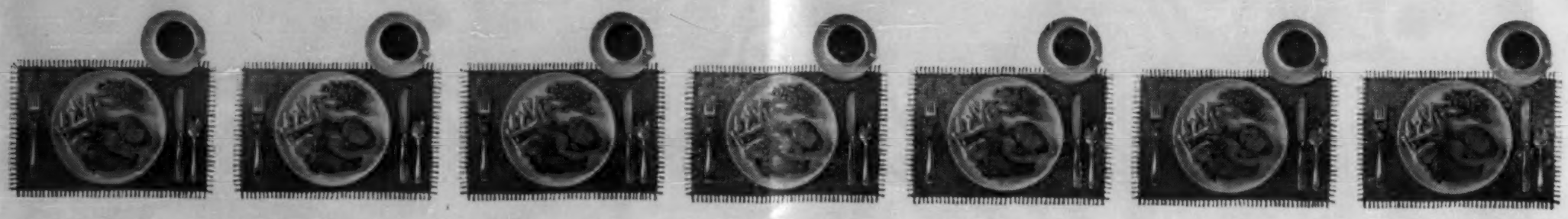
Smart advertisers, seeing this new trend in Houston, are buying wisely — they pick the Post. You will, too, if you get the NEW facts from your Post representative, or the man from Moloney, Regan & Schmitt.

*Based on the POST'S subscription cost of 25 cents per month *more* than the cost of any other Houston newspaper.

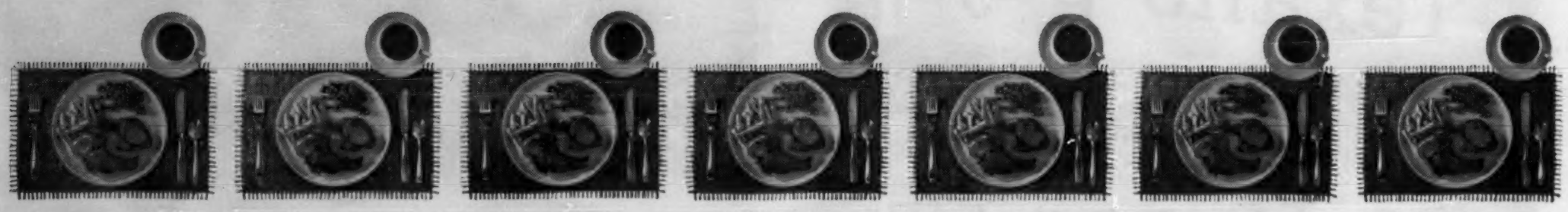
THE HOUSTON POST

Written and Edited to Merit Your Confidence

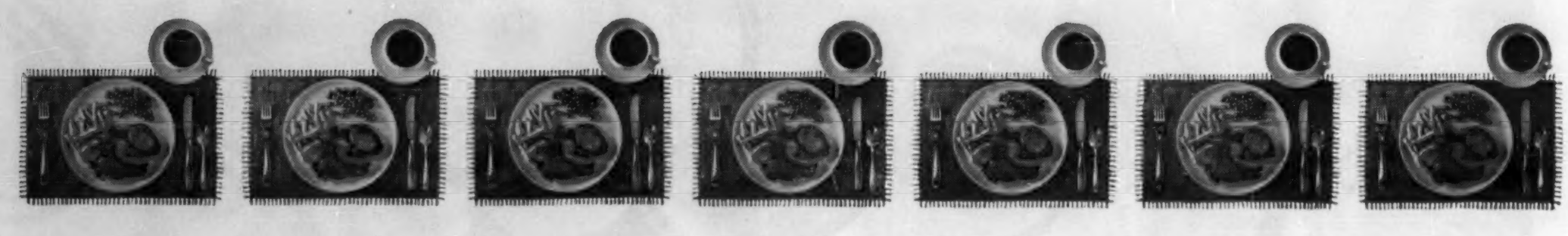
Represented Nationally by Moloney, Regan & Schmitt



In Greater Philadelphia,



The Bulletin delivers more copies



to more people every 7 days

than any other newspaper

Well-set tables in Greater Philadelphia. People spend $1,400,000,000 a year on food! Their favorite newspaper is The Evening* and Sunday Bulletin.

Readers are paying particular attention to the sparkling all-new dress of The Sunday Bulletin. With 10 separate sections and R.O.P. editorial and advertising color, The Sunday Bulletin is published on our new presses, in new type, in the most modern newspaper plant in the world.

The Bulletin packs selling power throughout a market noted for its *buying* power. Philadelphians like The Bulletin; they buy it, read it, trust it and respond to the advertising in it.

The Bulletin *is* Philadelphia.

**Largest evening newspaper in America*

In Philadelphia nearly everybody reads The Bulletin

Advertising Offices: Philadelphia, 30th and Market Streets
New York, 285 Madison Ave. • Chicago, 520 N. Michigan Ave.

Representatives: Sawyer Ferguson Walker Company in Detroit
Atlanta • Los Angeles • San Francisco

Feature Section

Advertising Age

Is Jim Woolf Confused?

Movie Films in Bigger TV Role

Weiss Offers 'No Resolution'

Bedell Finds a Good One

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Salesense in Advertising . . .

Ads I'm Glad I Didn't Write Or Am I Confused?

By James D. Woolf

(Mr. Woolf is an advertising consultant who spent many years as v.p. in charge of creative activities of the western offices of J. Walter Thompson Co.)

As a youth, under the tutelage of the late S. Roland Hall, once famed as "The Little Schoolmaster," I was taught certain principles of writing copy that stood me well when I came to grips with my first advertising job. As the advertising manager of a sizable retail store, I was expected to write ads that would produce sales on or immediately after the day they ran in the local papers. This objective I achieved with a pretty fair measure of success.

James D. Woolf

It was Mr. Hall who first expounded to me the old tried-and-true formula for producing effective copy. The proper advertisement, he said, must do five things, as follows: (1) attract attention, (2) arouse interest, (3) create desire, (4) inspire confidence, and (5) induce action. Mr. Hall made no pretense of being the originator of this philosophy; it was in 1898, I believe, that the renowned E. St. Elmo Lewis advised advertisers to "attract attention, maintain interest, create desire, and get action."

■ Mr. Hall also was a stout believer in *informative* advertising. Be as factual and specific as possible, he urged me; tell exactly what the product is, what it is made of, what it will do for the users, how much it costs, where it can be bought and why the buyer incurs no risk. He also believed that, except for products of universal consumption, copy appeals should be *selective*. You should seek, he said, to attract the attention of *interested* people—people more or less in the market for what you have to sell. You are not

ATTRACTS ATTENTION—*As an old retail adman, this advertisement, which appeared in the Chicago Tribune, leaves me all in a tizzy. Is it good or bad? It attracts attention, which is a first principle, but what else does it do? Only Andrew Geller knows the answer. If you like it—and well you may!—don't jump to the conclusion that the same approach will sell power lawn mowers or a new cake mix. The layout concept is the new fashion in advertising everything from soup to nuts.*

HUMDINGER, MAYBE—*This color page leaves me at a loss for words. Maybe it's a humdinger, and I hear that it's been admired by some of the boys along Madison Ave. and Boul Mich. Notwithstanding, I'm glad I didn't write it. Even if this campaign has sold great quantities of vodka, is it safe for copycats to assume the same type of approach will sell cereals, soap, dog food, or cosmetics?*

HARD TO READ—*Reverse effects—white type against dark backgrounds—are notoriously hard to decipher. This is a principle that has been understood at least since the time of Herbert Spencer, who once wrote that the reader has but a limited amount of power available. "Hence," he said, "the more time and attention it takes to receive and understand each sentence, the less time and attention can be given to the contained idea."*

An experience awaits you—the excitement of being conservative
Continental
Mark II
Continental Division · Ford Motor Company

FACTS WITHHELD—*Continental Mark II, "as fine a car as America has yet known," is big news, to my way of thinking. A lot of people, including me, are curious about it. Yet the Continental is strictly hush-hush, tells nothing—absolutely nothing. The text matter in this page is nothing more than a lot of high-flown, high-falutin' words. Why, Mr. Ford, are the facts about the Continental withheld as top-drawer, classified information?*

DEMONSTRATION NEEDED—*I've always been taught to make my copy factual, specific, and truly informative. What, for goodness sake, is Enjay Butyl? Aside from telling the reader that Butyl is "better" —better for performance, appearance, economy, cushioning, etc.—the information is completely non-factual and unspecified. And why the picture of the car? Why not a photograph of "better cushioning against road shock," or whatever?*

WHAT'S ADVERTISED?—*This astonishing page violates all but one of all of the tenets and principles I have always believed in. It attracts attention—but what else? What is the product advertised—a gown, a fabric, a girdle or a reducing diet? Whatever it is, who sells it? And how does one pronounce the brand name? Sure, it's an attention-getter—but at what price glory?*

COMEDY PITCH—*This ad I throw in for grabs. If Messrs. Lewis and Hall were still in the advertising arena, nobody knows what they might have to say about this nightmare. The problem of keeping down one's weight is a matter of serious —even life-and-death—consequences to many people, and I don't get the idea of the comedy pitch.*

concerned with crowds; you are concerned with prospects.

Over the years, I have clung with a reasonable degree of integrity to the principles I learned from Mr. Hall, from my own activities as an advertising manager of a retail store, and later from my first agency boss, Jim Young.

■ So far I have had no reason to regret what I have preached and practiced in my long career in advertising. But I must admit that, at times, confusion besets me. Never do I look through a magazine or newspaper without seeing at least a dozen ads I am glad I didn't write; they violate some or all of the principles that I have learned to believe in. They fail to arouse interest, or they are not informative, or they are not confidence-inspiring, or they are not selective, or they are subtly dishonest, or—very, very often—they are downright silly.

But maybe I am wrong. Maybe the good old tried-and-true principles are out of date. Maybe the American of 1955 is a different breed of animal. Maybe the splendid ads I wish I had written (there are scores of them in current publications) aren't splendid at all. Maybe...

■ Who knows? After all, the ads I am glad I didn't write were produced by some pretty smart people and paid for by some pretty smart advertisers.

It's all very confusing to me. And perhaps you are also confused and will be confused still further after you have read my captions to the advertisements that are shown herewith.

Employe Communications...

The Foreman: Man in the Middle

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

In the development of any communications program for employes these days, the builder provides ample space for the supervisor or foreman. The original concept of printed communication was that the foreman was just one of the boys, so his name went on the mailing plate along with the other hands. In the more retarded concerns, the foreman still gets no preferential treatment; he receives no advance information and frequently suffers from the multiple split decisions of a management that can't seem to make up its mind.

That the supervisory role in management is taking on newer and even greater importance was emphasized recently at a thoughtful two-day special conference of the American Management Assn. Supervisors and others with a lot to learn came away acknowledging that they had learned a lot.

■ Out of the series of helpful discussions, the remarks of E. T. Klassen, general manager of industrial relations of American Can Co., New York, seem to have special point. He handed a primer to the novice and a refresher to the veteran, all in the same frank package. Some of the things he said deserve to be pasted on the wall, at the eye level of the man in communications:

"When we look at the foreman as a management representative, it takes several angles to get the perspective. Even if we by-pass his management role as a technical expert on production, quality and cost, we find that the foreman is still at least four management men: He is the department executive; the front man in employe relations, and a link in the chain of management. The one point all these perspectives have in common is that the foreman is the man in the middle... He succeeds best when his production organization is a willing group that knows where it is going, and how and why."

The foreman, according to Klassen, is the "primary communicator for management. If he doesn't do it, it doesn't get done. You can do it through him, but you can't do it successfully around him."

■ With the double prod of the merged AFL and CIO at his rear, the communications man should take note of this addendum of Klassen's: "Above all, the foreman has to have, from his bosses, whatever it takes to cause him to believe in the management story. He has to want to embrace it as his own policy. He has to be willing to endorse it by passing it along to his people, who look to him as the voice of management."

■ To many who work in the hot places of communications, the year 1956 is the year of the tough test. For every champion of the management story, there are probably two ready to discredit it. The scales can be tipped in favor of management by supervisors who believe in management, but they must be sold on it first.

The Creative Man's Corner...

Filtered by the Client

WINSTON TAKES OVER ON FLAVOR!
...THE TASTE IS GRE
FILTER TIP TAREYTON
Viceroy gives you that Real Tobacco Taste you miss in every other filter brand!
HERE'S WHY!
VICEROY

Over the years we have heard agency men say their business would be a real pleasure if it weren't for clients. We suspect this is true in more ways than the agency people themselves realize.

These three cigaret advertisements, for example—all for filter tips—seem to have been written less for the potential consumer than for the ever-present, ever-demanding client; the client who must be constantly assured and reassured that his agency considers his product the best, the finest and the most unique. "How can you sell a product unless you believe in it?" You can almost hear him say it. And the agency seldom has the courage to say in reply, "How can you sell a product if the consumer doesn't believe in it—and in what you say about it in your advertising?"

Winston, speaking of itself, says, "*This* filter cigaret brings you real tobacco flavor—the full, rich flavor every smoker wants. And Winston's finer filter lets the flavor get through to you." Tareyton says, "*All* the pleasure comes thru—the *taste* is great... You get the full, rich taste." Meanwhile, Viceroy, reviving the Old Gold blindfold test, says, "Viceroy gives you that *Real Tobacco Taste* you miss in every other filter brand!... Compare them all! You'll learn that only Viceroy gives you such rich, rich tobacco *plus*... Viceroy's remarkable filter!... That's why you get real tobacco taste."

In our far from humble opinion, advertising like this not only sells itself down the river but sells advertising in general down the river. And we cannot bring ourselves to believe that the agency men responsible for such drivel write it out of a sincere conviction that this is the way to sell filter tip cigarets. This is copy written to please the client. Agency people (we hope) are more resourceful than these three similar ads make them out to be.

Looking at Radio and Television...

Movie Feature Films Due for Bigger Role in TV Programming

By The Eye and Ear Man

The use of motion picture films in tv is growing and will probably grow faster. Almost every station in the U.S. now has a late night show and uses film in daytime, early evening or weekends. Now ABC is experimenting with important English films as a network spot carrier on Sundays (7:30-9 p.m., EST) and soon plans to begin daytime films on a similar basis from 3-5 p.m., EST, daily. What is the future of feature films in tv?

The acquisition of the RKO library and the subsequent resale of more than 600 films produced by a major film studio now available for tv should drastically change the attitude by networks and major stations toward old English films or older independently produced American films. Hitherto none of the major films were available for tv. For obvious reasons the theatrical distributors would have none of tv.

Even bad films did well in marginal time—even when they were loaded with spots. The few network experiments were fairly successful, but were shoved aside for programs especially designed for tv. In late nighttime periods they were dominant over any other program types by leading to late-late and late-late-late night shows and early and early-early shows—all with continuing success.

■ When Disney entered tv editing of his work—the timeless work of a perfectionist and an independent film producer—his program was an immediate success, achieving a very high rating and public acceptance. Even after a year Disney still attains top ratings in tv with old motion picture material as his basic programming.

Theatrically released films also are being used by M-G-M in its thoroughly amateurish, low rating series. This show features a rehash of shorts, short excerpts from classics, and trailers from current releases.

Now all major studios are considering a release of old properties of varying quality. Their uses will be manifold and soon will fall in these categories:

1. Network programs. ABC will undoubtedly latch on to these features, which will help strengthen the network's schedule.

2. Independent station programming in prime time. A continuance of the nightly 7-11 p.m. programs of double features or repeats of a single good feature all week long.

3. Summer replacement. Especially the repeats of cut down (to an hour) or top features serialized by making three instalments out of a full-length feature over three weeks at a half hour a night.

4. Daytime network programs. A continuance of the ABC spot carrier plan in the afternoon and morning hours.

5. Daytime independent station programming. An expansion of popular programming in station option time morning and afternoon on independent as well as network affiliated stations.

6. Daytime serialized instalments. Cut-down motion pictures as a complete-in-one-episode, or serialized five-a-week period.

■ Yes, motion pictures are on the horizon as future factors in programming in many different ways. Whether sponsors will buy them and use them or whether they will be used for spot carrying remains to be seen. Certainly a good picture costing millions of dollars can compete with mediocre fare produced especially for tv.

Careful editing and selection of these pictures will be essential, but their basic content is good. One of the puzzles of the current year is why 20th Century-Fox remade some classic films for tv, at a small percentage of their original cost, when the original was so good and could have been cut down to the same size as the new script.

Always hungry for good material, the tv industry, in one way or an another, will grab as many good film programs as the film industry will release. While many will disparage them as being old hat or corny or dated, the smart advertiser will be wise to be wary of being opposite these programs—day or night.

$1 ANC

JANUARY

House & Garden

FORECAST FOR '56:
THE EXCITING NEW ERA IN THE ARTS OF LIVING

Special Section: 15 Family Rooms

50 Cents

COPYRIGHT 1955 THE CONDÉ NAST PUBLICATIONS INC.

This editorial from the January 1956 issue heralds a new era for House & Garden - an era that offers all advertisers of quality products an opportunity to grow with a greater House & Garden in 1956.

Arnold C. Shoop, PUBLISHER

AN EDITORIAL

House & Garden has a new editor. He is the sixth in 55 years. You who read the magazine may expect therefore to see changes; you may also count on seeing again many familiar things. A magazine with a history in which there is merit has an obligation to its readers which a new editor cannot ignore. But no periodical can long survive on past performance, nor can a journal of general interest afford to be preoccupied with history—least of all its own.

Magazines exist to reflect, report and scrutinize the people, the things, the ideas and the events of their time and within their chosen scope. Time for magazines is today. As the law of life is change, so is it a law of editing. From page to page, from issue to issue, from year to year change is the lifeblood that animates a magazine. But change that abandons the past altogether is as pointless as consistency that ignores the present.

There are things of worth in House & Garden that have endured throughout this century in the hands of all its editors. At a time of change, you who buy it have a right to know what is to be permanent and what is to be changed. The purpose and the standards of this magazine were established in April, 1901. They are not to be altered. Because House & Garden is made by human beings, its goals will not always be perfectly fulfilled. But they shall always be fully pursued.

Our scope is life in the home. Our focus is on architecture—perhaps the most human and personal of the arts—in its broadest meaning: planning and building houses, furnishing and decorating them and planting and caring for gardens—the creation of homes that are beautiful and pleasing for human beings to live in. The words, "A Guide to the Arts of Living," define our purpose. Our approach is humanistic. We are not interested in houses that are mere monuments to the style of their architects or in furniture alone for the purity of its design or in food whose sole merit lies in the speed with which it can be prepared. We are concerned with the human use of and pleasure in the things that make a home.

For Americans home has never been merely a shelter for sleeping, eating and bathing or just something to build, decorate and surround with flowers. Home is where we do most of our thinking, reading, talking, listening and a lot of our work. It is a place for music, for painting, for writing, for knitting, for puttering and for love. It is where we take our anxieties and our joys. It is for privacy and solitude and prayer, and it is for gathering and company and entertaining. It is our most influential educational institution. Thanks to television it has become the first whistle stop in national politics and the first row center in our national theatre. Home is where we plan our journeys or dream of them. While it has long been the place where a lot of big business is actually done, it is the center of our leisure. By no means is home the exclusive province of women. It is for men and children and pets and possessions. It is the measure of our culture and our civilization.

When House & Garden can help make living in the home more rewarding—more beautiful, more exciting, more creative or more fun—we fulfill our purpose.

About the home we shall continue to say with conviction and with all the authority we can summon what we believe to be true and useful. You will not always agree with us. We hope that opinions we may print will provoke or amuse or even, on occasion, infuriate you. We shall not presume to be imperative. Nor shall we pretend that there is only one answer to every question. Our pages will be opened to debates. Taste we believe to be individual and ephemeral. We shall salute taste we think good. But we shall not pander to a popular taste that we think bad. We shall deplore both pretense and cynicism. We shall welcome humor.

A half century ago those who had a critical interest in the arts of living and therefore in House & Garden could be counted in the hundreds. Today there are many hundreds of thousands of you; tomorrow there will be millions. The thing you have in common is leisure and the desire to use it creatively. Leisure is the decisive quality of our exciting age.

To respond to its challenge we plan to take a broader and more critical view of the uses of leisure in the home. We shall not abandon our old interests, but we plan to add others to them as you have in your homes. On our pages you will see new subjects and familiar subjects in new forms. In every issue you will find in this place comments from the editor and, beginning next month, a place for letters to the editor. We urge you to use it. For we shall succeed in this new and bigger House & Garden only if our readers think critically with us.

WILLIAM H. LOWE, JR.
Editor-in-chief

On the Merchandising Front . . .

A 'No-Resolution' New Year's Resolution for Salesmen

By E. B. Weiss
Merchandising Consultant

Every year-end, just about every salesman gets ten or a baker's dozen of New Year's resolutions—all neatly phrased and usually somewhat piously gift-wrapped. If a salesman lived up to one-third of these emotionally charged hopeless hopes, he'd rate the fanciest set of wings this side of the Pearly Gate. (And if the home office people who concocted them while clearing desks for the Christmas party honored just *one-quarter* of them, they'd rate at least equally fancy wings both fore and aft!)

E. B. Weiss

So let's resolve to dispense with resolutions. They're seldom worth even the tonsil torque involved in merely mouthing the word "resolution."

This is a resolution in opposition to New Year's resolutions—particularly resolutions for salesmen, that is. (If the home office wants to make a few resolutions like answering salesmen's mail more promptly and more completely, perking up the shipping department so orders are correctly filled, learning how to read the perfectly legible script that *all* salesmen employ in writing up orders, why dandy. Just dandy.)

■ Instead of resolutions, I submit for the deservedly cynical eye of salesmen a few perfectly obvious selling truisms:

1. Your line can't have the best features, best price, best packaging, best advertising—at least not *all* the time. Be thankful; that's why salesmen are needed!

2. Your job is to know more about every blessed detail of your line (good, bad and indifferent—and most lines include all three) than does your trade.

3. Those probably necessary but admittedly irritating home-office people: do they *really* make more mistakes than you do, procrastinate more than you do, get in your hair more than you get in their hair? Hmmmm?

4. It's not your function or your duty to "stand up" for your company at *all* times. "My company right or wrong" is for the books and the birds. But neither is it your function to sell your company down the river by assuming that *every* complaint, *every* gripe, *every* kick by your accounts is completely justified and is due solely to mulish, moronic, contrary home-office policy and personnel.

■ 5. Competing salesmen probably envy certain aspects of your line just about as much as you envy certain aspects of their line—and what the trade tells you about your line that is negative may be and probably is minor compared to the way the trade rips into competing lines. Remember, the buyer seldom is an *enthusiast* when the seller is around!

6. The mere fact that your company advertises is hardly exciting news these days; most of your competitors advertise, too. You've got to bring the impact of your advertising program right down to the doorstep of each account, and you've got to do it in new and exciting ways, hand tailored to the interests (and perversities) of each account. Remember, most of your competitors advertise, too. And remember, also, that every advertiser can't be the largest in the industry—and neither can any advertiser have the most brilliant campaign every season.

7. A competent salesman these days is sales manager of his territory, advertising manager of his territory, merchandising manager of his territory, promotion manager of his territory. Oh—display manager of his territory, too! Think this one over, it gives that word "selling" considerably broader scope than you'll find in any dictionary.

■ 8. Your company *might* be able to survive without advertising for a year. But it couldn't get along without store display of your line for a *month*—not in this self-service, self-selection age. And the only one who can win *top* store display in the majority of outlets in your territory for your line is *you*.

9. The promise you make that neither you nor your home office could possibly keep isn't likely to "keep" you.

10. That customer who is your "very best friend" may not always be the "very best customer" for your company. Which are you cultivating?

11. Always remember that a company seen from the inside out *always* lacks some of the lustre of a company seen from the outside in.

Happy New Year.

Just Looking . . .

By Walter O'Meara

High up in the Palmolive Bldg., the offices of Lord & Thomas and Logan were dark. Except for a few—one of them the cubicle in which a young copywriter was working after hours.

The young copywriter heard footsteps approaching. In the dim outer office two figures passed his door—the Great Man, followed by his chauffeur.

■ A little beyond his door, the footsteps came to a stop. Suddenly the Great Man, in evening clothes and overcoat, was standing beside the young copywriter's desk. He grunted something and began to look through a pile of tissue roughs.

While he looked, he talked, punctuating his sentences with the peculiar *hunh?* that was a sort of trademark of his speech.

He talked about copy. He told the young copywriter that he had a good idea but hadn't followed through on it. A lot of good ideas, he said, were spoiled by underdevelopment. You had to think them through—squeeze them dry.

He talked on, very earnestly—*hunh?*—and the young copywriter listened. That's all you ever did when the Great Man talked. But he never forgot what the Great Man told him that night.

The chauffeur came to the door. He looked at his watch and shifted nervously from one foot to the other. Finally he said:

"Excuse me, sir, but we're very late."

The Great Man grunted and waved him away. He continued to talk—about ideas and how you had to think them through—about copy.

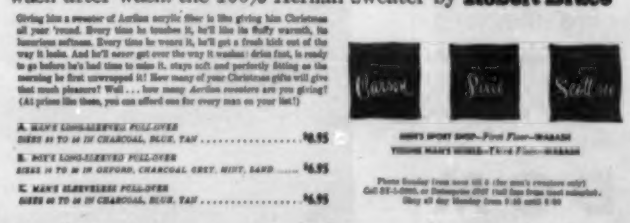
The chauffeur made another nervous appearance. The Great Man started to leave, thought of something else, returned and talked some more. Finally he left.

But not for good. Half a dozen steps down the corridor, he thought of still another thing he'd left unsaid. He came back and said it, *hunh?*

■ The Great Man—in case you haven't guessed it—was Albert D. Lasker. That night he probably arrived late at the opera. But Martinelli wasn't half as important to him as setting a young man—whose name, I am sure, he didn't even know—straight on a point of copy.

Every Great Man of advertising I've known has had this same intense creative enthusiasm for ideas, for copy, *for making ads.* It's what made them great, I suppose. It's what will continue to make advertising a great business—as long as it lasts.

this Christmas . . . give the luxury fashion that stays luxurious wash after wash: the 100% Acrilan sweater by **Robert Bruce**



Looking at the Retail Ads

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

Having inveighed against manufacturers' mats now and again in this sacred space, I now take exception to my own generalities. Those generalities have run in effect, and often, this way: Most mats, prepared by manufacturers or their agencies for retail stores to run, are not worth the powder to blow them up. They are a trap for retailers in which they waste their money.

Here, however, is a mat worth a store's running. And it's run—as a mat—without change, I should say, by a store that does one of the good advertising jobs of this country on its own. That is a compliment from the store to the agency and manufacturer.

If women have been conscious of Acrilan advertising and—because of its characteristics and distinctions, and adequate copy stories usually—they should be, they will "feel" the tie-up of this mat to the national.

If they glance, they should be intrigued, as men should be too, by the human interest art. The photo is better than most dead pan men's fashion stuff. The headline matter tells a complete story and makes a suggestion.

The copy enlarges, expounds, explains, and leans into its harness.

I don't know what it sold, but assuming the merchandise is priced competitively, this ad should have done better than the usual mine run stuff that passes for advertising.

One of the most distressing wastes in our American economy is the waste in the traditional manufacturer-to-retailer mat services. Big stores generally turn mats down in favor of creating ads on their own. Little stores run them and throw their money away.

If manufacturers would furnish to big stores really good mats that sell themselves by their virtues, more stores whose advertising is run by executives who can recognize intelligent sell when they see it would be willing to run mats. And smaller stores that have no way to judge would not waste their hard earned dollars on buncombe.

Orchids to Acrilan, and to Carson's for being willing to use a good mat.

You Ought to Know . . . W. Rowell Chase

Six months of selling in the field—part of the time in 40-below weather in the Colorado Rockies—greased the ways for W. Rowell Chase's career in Procter & Gamble's advertising department.

To the benumbed aspirant of 1931, selling soap and shortening in icebound mountain towns, the vision of a warm, cozy desk in P&G's general offices in Cincinnati seemed remote indeed. ("It was so cold," he says, "the bighorn sheep came down from the highest peaks to get water from the hot springs.")

In 1932 young Mr. Chase succeeded in pinning down a brand manager's desk (Oxydol). From there he went on to become manager of a brand promotion division in 1936 and advertising manager in 1951.

In 1954 he became general advertising manager and a member of the company's administrative committee. Some weeks ago he reached the top of the extensive P&G advertising structure, with election as v.p. in charge of advertising.

■ Predecessors in the post, who likewise climbed from the bottom to the top rung of the ad department ladder, are Neil McElroy, P&G president, and Howard Morgens, exec. v.p.

In his upward trek over the past 25 years, Mr. Chase has formed several firm convictions about advertising. One of the firmest is a belief in the value of sales experience for the adman. Not that he thinks exposure to 40-below cold necessarily needs to figure as a requisite in advertising training, but he does believe—earnestly and forcefully—in exposure to customers.

The view that an advertising man must have selling experience in the field was relatively new in the P&G training program for advertising management when Mr. Chase began work as a trainee. But today any lingering doubt has long since disappeared. He expresses his own feeling on the advertising and sales relationship this way: "It's necessary the two be so close they're almost a single operation."

■ P&G's emphasis on the importance of complete rapport between adman and sales department derives in part from its "brand man" concept of ad department organization.

This concept was in an early stage of its development when Mr. Chase joined the company in 1931. The practice of giving one man an all-embracing responsibility for the advertising and promotion of each brand, however, has long since become basic doctrine at P&G.

The brand man may call on a wide variety of staff services—copy, media, market research and others. And he is expected to work closely with the advertising agency. But he cannot take refuge behind any specialty or insulate himself from sales results.

■ It was this "firing line" concept of marketing management that attracted Mr. Chase to P&G in the first place. A muscular 200-pounder, whose compact 5' 9" frame has fooled a lot of weight guessers at fairs and amusement parks, P&G's ad director reflects his own vigorous conception of the advertising function in his attitude toward competition:

"There's no substitute for the stimulus we get from competition, and there's no industry more competitive than ours," he holds. "That's good for the consumer and for us. We know we cannot ever relax in our efforts to make better products and to market them effectively. Complacency or laziness is impossible in the face of the competitive pressure we feel every day."

Readiness for and enjoyment of competition show up in his approach to his own work. For Mr. Chase one of the most satisfying

W. Rowell Chase

kinds of effort is to jump into a sagging situation and work cooperatively with other departments—sales, research, manufacturing—to get matters on the upbeat again.

■ Mr. Chase is a shirt-sleeves worker and a pipe smoker. According to his associates, he is easy to work with. Among the few things that make him bristle are verbosity and jumbled thinking. A poorly prepared report is likely to land back on the writer's desk with the needling note: "I've got a simple mind! What does this say?"

Advertising had no early attraction for Rowell Chase, who grew up in Brookline, Mass., where he was born in 1904. The abundant Chase energy overflowed into both scholastic and athletic channels—football, crew and track—in his high school days. As a senior, he won Brookline High School's "Harvard Cup," an award for scholastic and extra-curricular accomplishment.

Following graduation from Harvard in 1926 (he also won letters in football and track), he earned his master's degree in business administration at the Harvard graduate school of business.

Meanwhile his choice of career had become more and more firmly fixed on marketing. His determination to make his career in that field caused him to make a regretful withdrawal from Sears,

GOLF
is heading into its biggest year!

"GOLF MARKET INFORMATION"
gives the latest, complete facts on this fast growing, big spending market . . . from golf's *only* business medium . . .

GOLFDOM
THE BUSINESS JOURNAL OF GOLF
407 S. DEARBORN ST., CHICAGO 5, ILL.
20 VESEY STREET, NEW YORK 7, NEW YORK
ALSO PUBLISHERS OF
GOLF*ing*
National Players' Magazine

Roebuck & Co. after three years, because he found himself moving away from his own preference and toward retail store management. It was at this point that he joined Procter & Gamble.

■ Demanding and fascinating as his work is, Mr. Chase finds time for other pursuits. Fishing is his favorite relaxation, and there is a special reason for his attachment to it—he met his wife in the course of a Catskill Mountains fishing trip. The Chases—she was the former Katherine Knox Kingsbury, of Greenwich, Conn.—have two children, Harry Rowell Kingsbury, 18, a Harvard freshman, and Alison Mason, 15, a sophomore at Hillsdale School, Cincinnati.

Much of the Chases' recreation is family-centered. In season he gives careful tending to the 135 rose bushes in the back yard of the Chase home in Hyde Park, a Cincinnati suburb. The pool table in the basement recreation room has long clacked out sounds of a general family activity in which the Chase progeny now take the measure of their sire. Other interests are color photography and hi-fi.

Mr. Chase participates, as do most P&G executives, in a number of Cincinnati civic activities. He is also a member and former director of the Cincinnati Harvard Club, a member and past president of the Cincinnati Harvard Business School Club, and a member of the University Club, Queen City Club, Cincinnati Country Club and the Harvard Club of New York.

■ Heavy responsibilities and an innate seriousness have by no means crushed a streak of playfulness that occasionally sparkles at the surface of the Chase personality. He takes delight in one recurring prank, which originated with his son. Whenever the urge hits, Mr. Chase puts to good use the fake telephone installed in the family's Ford convertible by the younger Chase. The telephone comes into use when the car is halted by a red light, beside another car. First the bell rings, and Mr. Chase casually "answers" the phone. Then, in feigned surprise, he hands it to the occupant of the next car, saying, "It's for you."

"The expressions and reactions to this are priceless," he comments.

Gardner Elects 3 V.P.s

Gardner Advertising Co., St. Louis, has elected three new v.p.s. They are Dean Pennington, copy director; Frank Hepler, who joined Gardner's Washington staff in 1947, and George W. Bamberger, who started with Gardner in May, 1950, after being associated with several Chicago and West Coast advertising agencies and food merchandising companies.

Grant, S. F., Plans Move

Grant Advertising, San Francisco, will move to larger quarters in the Russ Bldg. after Jan. 1.

Illinois Fair Trade Law Unconstitutional, Polk Bros. Charges

CHICAGO, Dec. 20—Polk Bros., big Chicago discount house, last week contended the Illinois fair trade act is unconstitutional.

In its answer to a suit brought by Revere Copper & Brass, Polk charged that Revere has conspired to fix prices in violation of the Sherman anti-trust act and that Revere has not used reasonable diligence in enforcing its fair trade agreements on others.

Revere's motion for an injunction to restrain Polk from selling Revere's kitchen utensils for less than fair trade prices will be heard Jan. 12 by Judge Walter J. LaBuy in U.S. district court.

■ The fair trade act is unconstitutional, Polk argued, in that it authorizes one retailer to make a contract with a producer fixing minimum prices that become binding on all retailers. This is a "deprivation of liberty without due process of law as guaranteed by the U.S. constitution," according to Polk.

Polk also denied selling merchandise below minimum prices and maintained that its employes are under strict orders to observe the suggested retail selling prices of all commodities that are purportedly fair-traded. If any employe did sell Revere goods below fair trade prices it was done in direct violation of explicit instructions by the management, Polk said.

■ Fair trade legislation is not in the public interest because it harms the consumer in forcing him to pay inflated prices and attempts to give manufacturers, merchants and retailers "a large return on investment," the Polk answer said.

The alleged under-priced sales, Polk charged, were not made to the general public, but to paid informers of Revere as part of an unlawful conspiracy between Revere and others to fix and maintain prices in violation of the Sherman anti-trust act.

In addition to the Revere suit, Polk is involved in a suit brought three weeks ago by eight Chicago retailers (AA, Dec. 5). Polk, Grossi Bros. and chief suppliers of the two stores are charged with violation of the anti-trust laws. The defendants are being sued for $11,000,000 in treble damages.

'Detroit Times' to Increase Page Size

Effective Jan. 2, the new type size of *The Detroit Times* page, daily and Sunday, will be 22½" (315 lines) deep, before processing, according to William E. Anderman, publisher. An 8-column page will be maintained with a total width of 15-9/16". In addition to the larger pages, new presses will enable the paper to offer a wider choice in r.o.p. color weekdays and Sundays.

Gunn-Mears Adds Three

Gunn-Mears Advertising Agency, New York, has been appointed to handle the advertising for H. L. Moore Chemical Co. and H. L. Moore Drug Exchange, both of New Britain, Conn., and Hotel Kenmore Hall, New York. Newspapers, magazines and direct mail will be used for all three.

Here is the first of ABC-TV's major efforts for 1956. Starting January 16, ABC-TV is giving afternoon television the big, nighttime look. Every weekday (3 to 5 PM EST) *Afternoon Film Festival* will present a different, topflight J. Arthur Rank movie. These will be modern films of the type that is doing so well on ABC-TV Sunday nights. This means you can sponsor outstanding, pretested TV entertainment (i.e. The Cruel Sea, The Captive Heart, Always a Bride) at a new, low, daytime price. The buying plan is flexible, designed for large and small advertisers. The ratings should give one of the lowest costs-per-thousand in daytime television. Personable Allyn Edwards as master of ceremonies will be available to deliver your sales message. In all aspects ABC-TV's *Afternoon Film Festival* should be one of television's best buys.

abc television network

7 West 66th St., New York 23, New York, *Susquehanna 7-5000*
20 North Wacker Drive, Chicago, Illinois, *Andover 3-0800*
277 Golden Gate, San Francisco, *Underhill 3-0077*

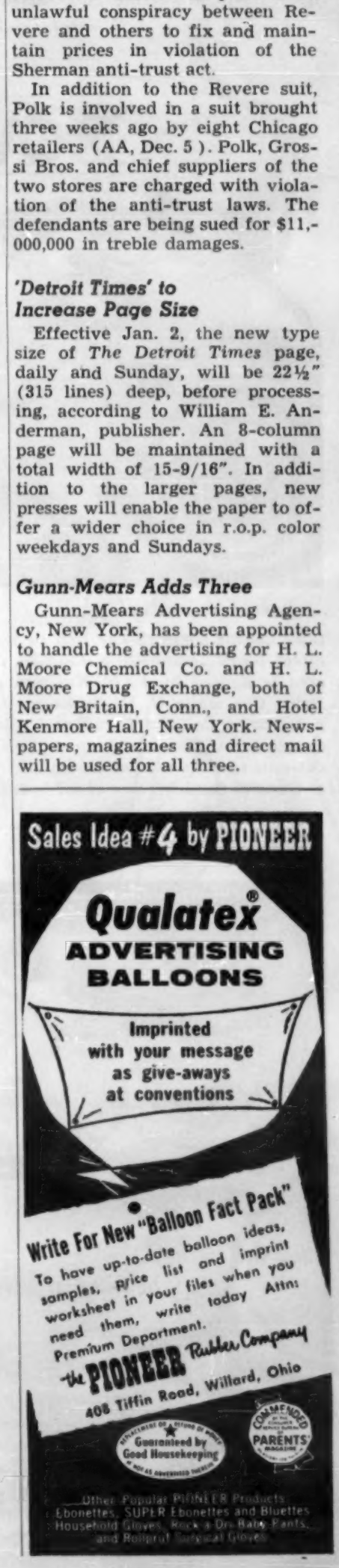

Sales Idea #4 by PIONEER
Qualatex®
ADVERTISING
BALLOONS
Imprinted
with your message
as give-aways
at conventions
Write For New "Balloon Fact Pack"
To have up-to-date balloon ideas, samples, price list and imprint worksheet in your files when you need them, write today Attn: Premium Department.
the PIONEER Rubber Company
408 Tiffin Road, Willard, Ohio
Guaranteed by Good Housekeeping
PARENTS' MAGAZINE
Other Popular PIONEER Products
Ebonettes, SUPER Ebonettes and Bluettes
Household Gloves, Rock-a-Bye Baby Pants,
and Rollrol Surgical Gloves

PHOTO REVIEW

Bachelder Webster St. Thomas Ruprecht Sproull Harty Trees

WORKING COMMITTEE—*Members of the Industrial Advertising Research Institute council on "Effective Coordination of Advertising and Sales in Marketing Industrial Products" meet in Detroit to approve project plans. Included are Joseph E. Bachelder, director of IARI; Forrest Webster, sales and advertising consultant; C. E. St. Thomas, Carboloy department, General Electric Co.; Philip Ruprecht, McGraw-Hill Publishing Co.; W. C. Sproull, Burroughs Corp.; H. A. Harty, Wolverine Tube division, chairman of the council; R. C. Trees, Udylite Corp.*

WEENIE CURTAIN—*Ingeborg King will help promote National Kraut & Frankfurter Week, Feb. 2-11, sponsored by the National Kraut Packers Assn. Theodore R. Wills & Co., Chicago, is planning the promotion.*

McConnaughey Rosa Neil

HONORED—*George C. McConnaughey, chairman of the Federal Communications Commission, receives the Poor Richard Club's Silver Medal of Achievement after speaking to the Philadelphia adclub. Making the presentation is George Neil, general manager of The Inquirer and president of the club. Looking on is Edward N. Rosa of the Philadelphia Chamber of Commerce, program chairman of the club.*

Jardine Kullman Burke

LIGHT ON THE SUBJECT—*The first in a series of 12 three-dimensional-effect boards advertising Bowman Dairy products in the Chicago area is lighted by F. H. Kullman Jr., president of the Bowman Dairy Co., while U. H. Burke, exec. v.p. of the General Outdoor Advertising Co., and Theodore Jardine, v.p. of J. Walter Thompson Co., look on. The new Bowman outdoor campaign calls for the 12 cut-outs to be rotated at 30-day intervals in the 36-unit rotary plan of General Outdoor. Size of the boards, including cut-outs, is 21'x55'.*

ADDED JOB—*Joyce A. Swan (left), v.p. and general manager of the Minneapolis Star & Tribune, is also the new president of the Wichita-Hutchinson Co. (KTVH). Shown with him at a luncheon in Wichita is C. R. Sullivan, president of KTVH's agency, Associated Advertising.*

SHELLS SELL CRAB MEAT—*A new package makes it possible for Blue Channel Corp. to include four crab shells with a can of Harris Crab Meat. C. L. Miller Co., New York, the agency, designed the package.*

SALUTE TO ADVERTISING—*"Advertising Benefits You" is the theme of National Advertising Week, Feb. 19-25. Advertising Week Chairman Robert W. Sarnoff, new president of the National Broadcasting Co., and the Des Moines Register & Tribune have produced nine ads to illustrate newspaper advertising's role in the nation's economy. The ads range from the quarter-page size shown here to one-inch drop-ins. Mats for the ads are available at cost ($3 a set) from Advertising Federation of America, 250 W. 57th St., New York 19.*

GOLDEN TREASURE—*This treasure chest of citrus fruit is one of many gimmicks used by the Florida Citrus Commission in its $3,000,000 consumer advertising campaign. Pretty pirate, Ann Elizabeth Hart, adds a beguiling touch.*

Coming Conventions

*Indicates first listing in this column.

Dec. 27-29. American Marketing Assn., winter conference, Hotel Roosevelt, New York.

Jan. 21-22, 1956. Advertising Assn. of the West, midwinter conference, Paradise Inn, Phoenix, Ariz.

Jan. 22-25, 1956. Newspaper Advertising Executives Assn., annual meeting, Edgewater Beach Hotel, Chicago.

Jan. 26-28, 1956. Assn. of Railroad Advertising Managers, annual meeting, Biltmore Hotel, New York.

Jan. 29-Feb. 1, 1956. National Advertising Industries Exposition, Morrison Hotel, Chicago.

*Feb. 3-5, 1956. Eastern Conference of Women's Advertising Clubs, Hotel Statler, Buffalo.

Feb. 9, 1956. Associated Business Publications, annual midwest conference, Edgewater Beach Hotel, Chicago.

Feb. 24-25, 1956. Northwest Daily Press Assn., 37th annual meeting, Radisson Hotel, Minneapolis.

*Feb. 27-28, 1956. Inland Daily Press Assn., winter meeting, Drake Hotel, Chicago.

March 2, 1956. Associated Business Publications, annual eastern conference, Roosevelt Hotel, New York.

March 2-3, 1956. Midwestern Advertising Agency Network, first quarterly business meeting and competitive display, Drake Hotel, Chicago.

*March 5-7, 1956. Packaging Assn. of Canada, annual convention, King Edward Hotel, Toronto.

*March 10-14, 1956. Advertising Specialty National Assn., 4th annual spring specialty show, Palmer House, Chicago.

March 14-16, 1956. Assn. of National Advertisers, spring meeting, The Homestead, Hot Springs, Va.

March 22-24, 1956. Advertising Federation of America, Fourth District, annual convention and southeastern advertising conference, Orlando, Fla.

April 8-12, 1956. National Business Publications, spring meeting, The Homestead, Hot Springs, Va.

April 10-12, 1956. Point-of-Purchase Advertising Institute, symposium and exhibit, Hotel Sheraton-Astor, New York.

April 15-19, 1956. National Assn. of Radio and Television Broadcasters, 34th annual convention, Conrad Hilton Hotel, Chicago.

April 15-21, 1956. National Brand Names Week, Annual Brand Names Day dinner, April 18, Waldorf-Astoria Hotel, New York.

*April 24-26, 1956. American Newspaper Publishers Assn., annual convention, Waldorf-Astoria, New York.

April 26-28, 1956. American Assn. of Advertising Agencies, spring meeting, The Greenbrier, White Sulphur Springs, W.Va.

April 27-29, 1956. Advertising conference sponsored by the University of Michigan, Ann Arbor.

April 30-May 2, 1956. Assn. of Canadian Advertisers, 41st annual convention, Royal York Hotel, Toronto.

May 6-8, 1956. Magazine Publishers Assn., 37th annual meeting, The Greenbrier, White Sulphur Springs, W.Va.

May 14-16, 1956. National Newspaper Promotion Assn., 26th annual convention, Hotel Cleveland, Cleveland.

May 14-17, 1956. First Advertising Agency Group, annual conference, Hotel Statler, Boston.

May 20-23, 1956. National Industrial Advertisers Assn., 34th annual conference, Palmer House, Chicago.

May 24-27, 1956. Associated Business Publications, annual spring conference, The Homestead, Hot Springs, Va.

June 3-6, 1956. National Sales Executives International Distribution Congress and Sales Equipment Fair, Conrad Hilton Hotel, Chicago.

June 10-13, 1956. Advertising Federation of America, annual convention, Bellevue-Stratford Hotel, Philadelphia.

June 20-22, 1956. American Marketing Assn., spring conference, William Penn Hotel, Pittsburgh.

June 24-28, 1956. American Newspaper Classified Advertising Managers Assn., 36th annual convention, Long Beach, Cal.

June 24-28, 1956. Advertising Assn. of the West, 53rd annual convention, Los Angeles.

July 1-4, 1956. Newspaper Advertising Executives Assn., summer meeting, Empress Hotel, Victoria, B.C.

Aug. 24-28, 1956. Mail Advertising Service Assn., 34th annual convention, Drake Hotel, Chicago.

*Sept. 22-25, 1956. Advertising Specialty National Assn., annual convention and specialty fair, Palmer House, Chicago.

Sept. 23-25, 1956. Advertising Federation of America, Tenth District convention, Shamrock Hilton Hotel, Houston.

Sept. 27, 1956. Magazine Publishers Assn., fall meeting, Westchester Country Club, Rye, N.Y.

Oct. 1-3, 1956. Direct Mail Advertising Assn., annual convention, Hotel Statler, New York.

Oct. 11-13, 1956. Pennsylvania Publishers Assn., annual convention, Bellevue-Stratford Hotel, Philadelphia.

*Oct. 15-16, 1956. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 15-16, 1956. Agricultural Publishers Assn., annual convention, Chicago Athletic Assn., Chicago.

Oct. 18-19, 1956. Audit Bureau of Circulations, 42nd annual meeting, Drake Hotel, Chicago.

Oct. 22-23, 1956. Boston Conference on Distribution, Hotel Statler, Boston.

Canadian Magazines Report Highest Linage, Dollar Volume

October linage and dollar volume in the 12 national consumer magazines reporting to the Canadian Magazine Advertising summary were the highest on record for an October. Linage at 506,716 was 8.49% ahead of last year when the figure was 467,070. Dollar volume at $2,060,315 was 23.74% ahead of the $1,665,084 recorded in October, 1954.

Both figures for October surpass the previous October high which was in 1953, when linage was 506,570 and dollar volume was $1,702,322.

Budd to Represent 'Post'

John Budd Co. has been appointed national advertising representative for the *Post-Bulletin*, Rochester, Minn.

TV BUYERS!
THE NEW CBS-TV OUTLET
in OMAHA is
WOW-TV
FRANK P. FOGARTY, Vice President and General Manager
EFFECTIVE JAN. 1
channel 6
We suggest that you check your availabilities and adjacencies in the Omaha market TODAY with Blair-TV or Fred Ebener, WOW-TV.
MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines
KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS
SYRACUSE
WHEN RADIO 620 kc. ABC
WHEN TV Channel 8 CBS
PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5
OMAHA
WOW RADIO 590 kc. CBS
WOW TV Channel 6 CBS
Represented by KATZ AGENCY INC.
JOHN BLAIR & CO.
BLAIR TV, INC.

Mutual of Omaha Ads Made It No. 1 Insurer

(Continued from Page 3)

er, C. C. Criss, who had suffered a stroke.

Until that time, Mutual's progress had been steady but slow.

With the aid of his wife, Mabel Criss, in charge of personnel, and of his brother, Dr. N. L. Criss, now treasurer and medical director, Dr. C. C. built the company to the point where it had developed total assets of nearly $600,000 in the 14-year period between 1910 and 1924.

■ In 1948, Mutual's annual report listed 2,129,741 policies in force, assets of $87,378,632, premium income of $76,853,984 and

STILL ACTIVE—*Mabel Criss is shown here with her late husband, C. C. Criss, founder of Mutual. She continues active in personnel problems of the company.*

benefit payments to sick and injured policyholders of $65,290,732.

Addressing a convention of the company's general agents in April, 1949, shortly after he assumed office, President Skutt remarked:

"Our purpose is to make the words 'Mutual of Omaha' a household term throughout the nation—synonomous with the very best of protection and service in sickness and accident protection." He went on to say that he thought that objective could be accomplished within five years because of the already strong foundation upon which the company had been built.

■ President Skutt came up with a five-point program in 1949, the most important phase of which was advertising. "I felt that we, being a midwestern institution, would have to do more advertising," he recounted to an ADVERTISING AGE reporter. The public looked to the East for insurance and thought of Omaha as a tribe of Indians, some cowboys, farmers and meat packers, he explained.

His first move in this direction was to drop the company's long name in favor of one that could be more easily remembered. Second, he took the Omaha Indian by the scalp and catapulted him to the front of all the company's promotional literature as its symbol, because the Indian was, among other things, a "brave, self-reliant, protecting man."

And with this as a beginning he masterminded—as he still does, as the result of an abiding interest in it—the company's over-all advertising program.

■ The four other major points in his program were:

1. A new product. The "family package plan" policy was created whereby the head of the house could insure his entire family under one inclusive policy instead of getting involved in the details of an individual policy for each member.

2. An intensive training program. Better known in the business world as salesmen, field underwriters in the health and accident business never had a real training program comparable to those given life insurance salesmen. The importance of proper policy presentation to prospects could not be stressed too highly, Mr. Skutt felt. It is right here, he declared, that misunderstandings develop between a policyholder and his company. Properly trained field underwriters "would obviate one of the troublesome factors of the business in the past," he said.

■ **3. Regional claim supervision.** This meant developing a force to coordinate the activities of the company's 325 claim service offices for the extension and improvement of claim handling facilities. It definitely was an area in which Mutual should and could excel over competitors, Mr. Skutt thought, because service, more than anything else, keeps a policyholder happy with his company.

4. Public Relations. "Any institution with a big advertising program also should have an extensive p.r. program," Mutual's president believes. In addition to creating better understanding between the public and insurance companies, Mr. Skutt recognized a "desperate need for better understandings and relationships" between the nation's hospitals and health and accident companies.

Have these goals been achieved? And to what extent? The answers lie in an examination of the company's present operations in four areas—advertising, public relations, sales and administration.

Advertising

Mutual Benefit Health & Accident Assn. was nearly 35 years old before it had its first national advertising department. Between 1910 and 1944—the year in which the ad department was established—Mutual came from scratch to 1,342,242 policyholders, nearly $42,000,000 in premium income and almost $39,000,000 in assets.

Within ten short years after national advertising had started, Mutual had doubled the number of its policyholders, to 2,622,006; had more than tripled its premium income, to $136,413,000, and had nearly quadrupled its assets, to $149,000,000. Benefit payments zoomed from $33,943,374 in 1944 to more than $126,000,000 last year.

■ H. C. Carden, v.p. in charge of advertising and public relations,

H. C. Carden

joined the company in 1930 and has been in charge of advertising since its inception. The department, including sales promotion and public relations, now numbers 37.

"Sunday supplement magazine advertising has been one of the best lead getters we have ever had," says Hub Carden. "Back covers, just without question, are the secret of that success."

■ This year's schedule includes *Parade, This Week Magazine, The American Weekly, Family Weekly* and the First Three Markets Group. Recently, Metro Group was dropped from the schedule because it couldn't supply more than 26 back covers.

Credit is given the company's 100 general agents for having discovered the pulling power of the Sunday supplement back cover. Prior to the start of a nationally supervised program, several of these agents banded together and placed a page, through Roberts & Reimers, New York, in several independent Sunday supplements. Its success motivated the use of a Sunday back cover in the *New York News* which, happily, produced leads for every field office in the country.

■ The results made Mutual take notice, and Sunday back covers now form the backbone of the company's advertising program. Back covers also are bought, when available, in such books as *Outdoor Life, TV Guide, Redbook, Moose, Veterans of Foreign Wars*, etc. The word has gone out that Mutual is hot for back covers.

Actually Mutual figures most of the back covers serve as self-liquidating coupons. They provide leads for the home office which are then sent to regional agents. Agents are charged for each lead sent them. This system pays in full the cost of the original ad.

Roberts & Reimers, New York, prepares all coupon advertising and splits the rest of the periodical copy with Bozell & Jacobs. The latter is also responsible for all radio and television copy.

■ Currently, promotion includes a cooperative program with the general agents (begun for the first time this past March as an experiment) for local radio, television, newspapers, car cards, match books and outdoor promotion.

Mutual does not finance any direct mail but prepares it for agents, billing them at cost. Much of the production on this is handled by Charles Hopewell Co., Omaha, and the Fulfillment Corp., Marion, O.

Authorized by the board of directors, an advertising review committee composed of members from the legal, policy and advertising departments, has been passing on all advertising for about six years now. At that time, one state insurance department expressed an interest in reviewing advertising before publication, and Mutual decided then that it too should take greater interest in what runs above the company logo.

■ The Bob Considine radio show, "On the Line" (Mutual Broadcasting System), is the second biggest single expenditure in the Mutual budget. Some $1,000,000 will go into Sunday supplements this year and about $800,000 into radio and tv.

In January of this year, Mutual, buying Considine, Robert Q. Lewis, John Daly and "Today," found itself a sponsor on all four networks.

Heavy reliance also is placed on the general agents who constantly feed into Omaha ideas for advertising, sales and public relations projects.

Last June, Mutual decided to drop its hard sell advertising in favor of a testimonial approach, figuring that it could better get its "lifetime benefits" pitch across to the consumer. It has been eminently successful.

While he won't reveal details,

UNPERTURBED—*Based on motivation studies, Mutual of Omaha's 1956 advertising will be built around the "easy mind" theme exemplified in this color spread, scheduled for Life Jan. 9, the first in the series. "We have accentuated the positive in the new campaign," says Mutual, "contrary to most health and accident advertising today." Bozell & Jacobs, Omaha, is the agency.*

Advertising Director Carden says the company has a "hot idea" in the works for next year.

Public Relations

Conceived five years ago—though not yet two years old as a functioning separate department—this six-man division of the company has mapped out an ambitious program of short and long-term objectives. (Its manpower will be augmented by another two or three staff members next year.)

Meade Chamberlin, assistant director of public relations, recognizes two prime problems in the company's relations with the public, both of which are industry rather than Mutual problems. One is overselling by the agents. The other is failure of insured policyholders to realize that they have bought term, not permanent insurance.

Another public thorn lies in the meaning of the words, "total disability." Some liberal court interpretations have said that "total disability" means the inability to earn a living at a chosen occupation, while accident and health companies have maintained, for example, that an artist with a permanently injured hand who can now hold down a desk job is not totally disabled.

■ Closer to the company level, Mr. Chamberlin's department tries to ferret out the best claim handling procedures and then promotes them to the general agents. The p.r. department also has a traveling team of two field service men who hop about the country, teaching general agents how to create news for local media and working with them on special projects such as awards and civic activities.

Supplying exhibits for fairs; delving into motivation research; working with papers that occasionally try to coerce an ad in return for running a Mutual publicity release; turning out "Two Cheers for Charlie," an institutional color film that has been viewed by nearly 36,000,000; handling complaint letters; overseeing presentation of the annual Dr. C. C. Criss award, consisting of $10,000 and a gold medal in memory of the founder (this year's winner: Dr. Jonas Salk)—all these activities and more, consume the time and energy of this department.

■ But none of the p.r. activities are as fully appreciated by policyholders, each of whom may one day be presented with a sizable hospital bill, as is the program aimed at clearing up misunderstandings between hospitals and health and accident insurers.

Most hospitals will not require a down payment from a patient with Blue Cross or similar coverage, but they will ask it from a man with an accident and health policy, because they're not always sure the patient's policy covers him for the specific ailment, or whether a waiting period is still in effect.

Mutual attempts to overcome this impasse by making arrangements for hospitals to contact local Mutual field offices to find out immediately, by telephone, exactly what coverage the patient has. So far, this program has won over close to 5,000 hospitals (out of approximately 7,000 in the U.S.).

Recognizing assignments—the transfer by a patient of his policy benefits—is another procedure which hospitals and doctors are reluctant to undertake. Some don't want the bookkeeping at all; others are afraid they will be bogged down with too many companies and forms to work with.

■ Their fears on the latter score seem to be justified. Today, there are some 900 health and accident insurers, compared with 150 companies 25 years ago. In some degree or another, they cover more than 100,000,000 Americans.

To prevent this potential bookkeeping bottleneck and make recognition of assignments more palatable, Mutual, along with other companies in the industry, is trying to work out a standard form in conjunction with the Health Insurance Council, which will be acceptable to all concerned.

"I think if there is a key to our organization," Mr. Chamberlin says, "it would be our desire to correct any wrongs or misinterpretations that may exist."

Mr. Skutt backs up his public relations department with an even broader sentiment. "In public relations we hope to help accomplish the objective of establishing confidence in insurance generally and in our company in particular."

■ Some measure of the success of this program may be found in Mutual's persistency rate (i.e., percentage of policyholders who renew). This rate has gone up 5%-6% to 96% in recent years, despite the fact that the growing number of competing companies has created more opportunities to switch policies.

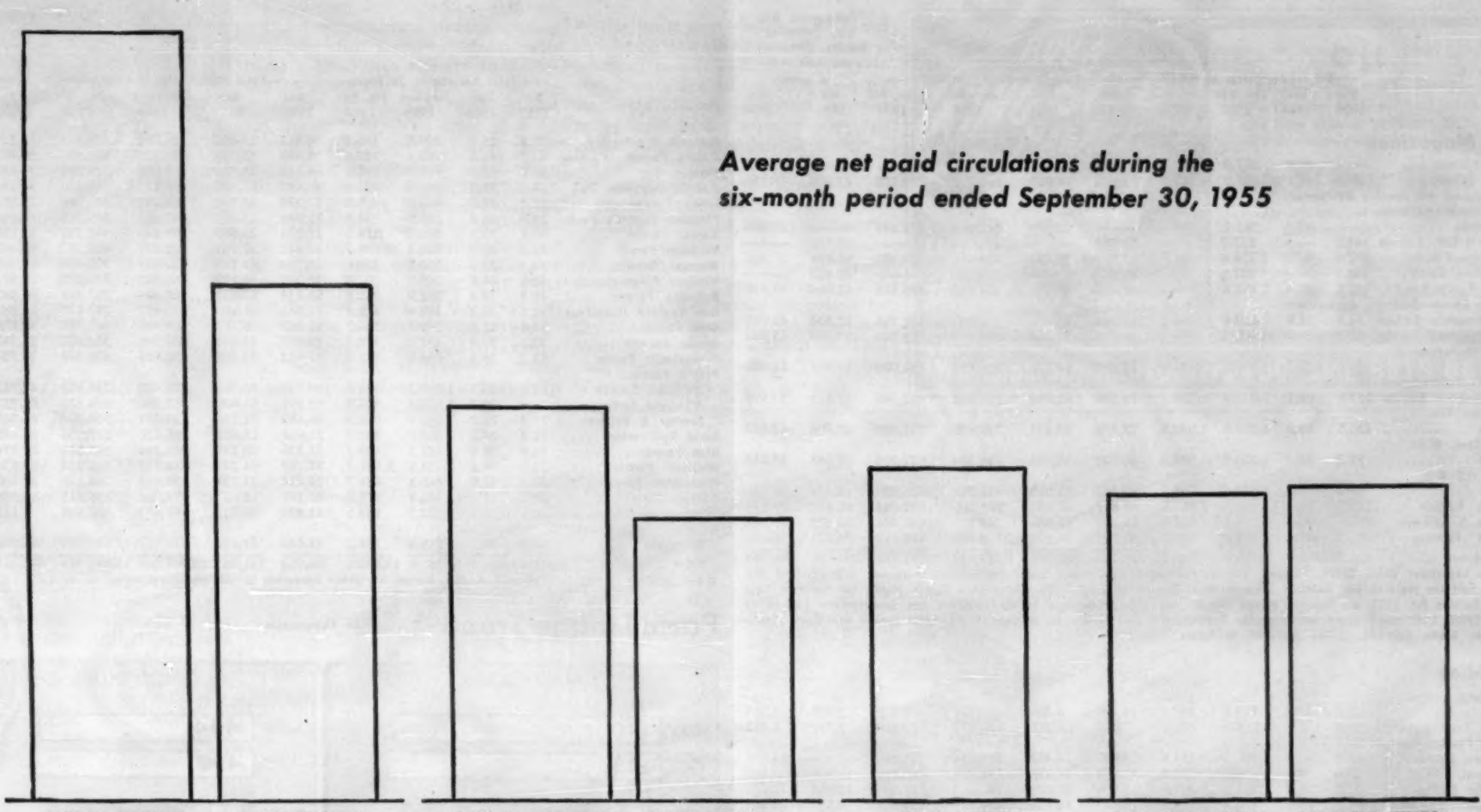
Both the advertising and the public relations departments of Mutual, naturally, are deeply concerned with the current Federal Trade Commission crusade against alleged misleading advertising in the health and accident insurance business.

The drive started a little more than a year ago (AA, Oct. 25, '54), when 17 companies—including Mutual and the three next largest: Bankers Life & Casualty Co., Chicago; Reserve Life Insurance Co., Dallas, and United Insurance Co.,

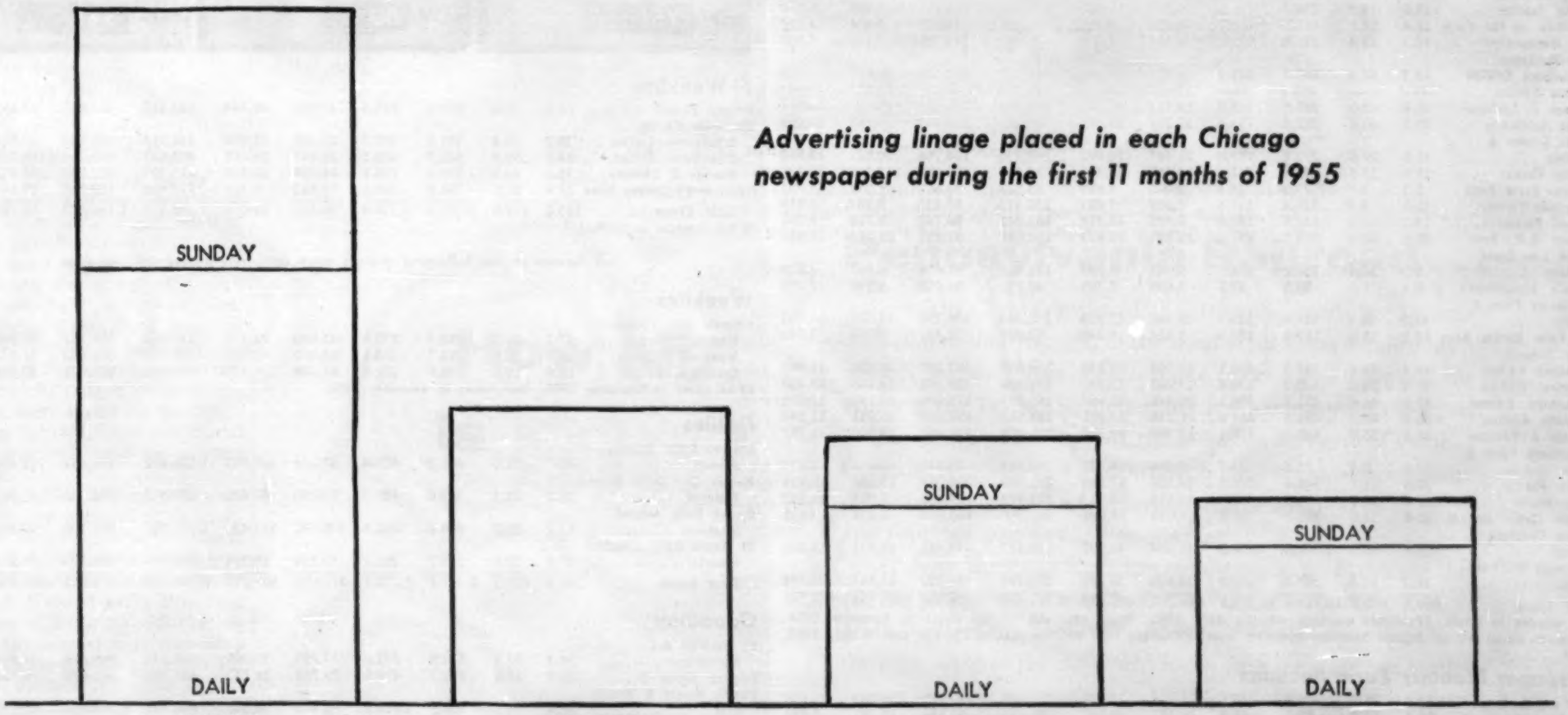
(Continued on Page 38)

The Chicago Story!

Average net paid circulations during the six-month period ended September 30, 1955



Advertising linage placed in each Chicago newspaper during the first 11 months of 1955



Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Advertising Pages and Linage in Farm Publications

Official Figures for November and Year-to-Date as Compiled by Farm Publication Reports Inc.

Publications with an * report directly to ADVERTISING AGE

	Total Advertising, in Pages Nov. 1955	Total Advertising, in Pages Nov. 1954	Total Advertising, in Pages Jan.-Nov. 1955	Total Advertising, in Pages Jan.-Nov. 1954	Total Advertising, in Lines Nov. 1955	Total Advertising, in Lines Nov. 1954	Total Advertising, in Lines Jan.-Nov. 1955	Total Advertising, in Lines Jan.-Nov. 1954	Commercial Display Excluding Poultry, Classified and Livestock, in Lines Nov. 1955	Commercial Display Excluding Poultry, Classified and Livestock, in Lines Nov. 1954
Farm Magazines										
†Better Farming	—	78.8	557.0	860.2	—	33,816	238,941	369,007	—	32,755
Capper's Farmer	55.3	42.1	617.5	580.7	23,705	18,059	264,896	249,105	22,389	17,184
†Farm Journal and Country Gentleman:										
‡#National Less Western Edition	—	89.3	501.1	994.0	—	38,299	214,983	426,442	—	37,363
#Central-East Edition	144.3	—	632.0	—	61,888	—	271,134	—	60,516	—
#Western Edition ..	147.4	89.6	1,174.6	994.4	63,246	38,442	503,911	426,585	61,874	37,506
#Southern Edition .	144.9	—	627.5	—	62,174	—	269,203	—	60,802	—
Average 4 (or 3 or 2)	145.5	89.5	1,152.8	994.2	62,436	38,371	494,532	426,514	61,064	37,435
§Farm & Ranch—Southern Agriculturist:										
#Southeastern Edition	32.5	31.9	410.4	391.1	13,944	13,646	176,042	167,751	12,307	11,970
#Southwestern Edition	37.8	35.9	463.0	486.1	16,213	15,414	198,607	208,544	13,869	13,083
Weighted Average 2 Editions	34.9	33.2	434.8	421.9	14,995	14,220	186,497	181,008	13,031	12,332
Progressive Farmer:										
#Carolina-Va. Edition	103.8	91.1	1,035.3	1,018.7	70,594	61,944	703,980	692,749	67,513	59,979
#Ga.-Ala.-Fla. Edition	106.5	93.0	1,087.5	1,046.5	72,406	63,237	739,499	711,599	68,906	60,162
#Ky.-Tenn.-W.Va. Edition	97.7	86.7	1,010.0	988.5	66,427	58,953	686,504	672,210	63,669	57,110
#Miss.-La.-Ark. Edition	98.9	90.7	1,002.6	998.3	67,262	61,691	681,781	678,829	64,424	59,747
#Texas Edition ...	102.7	91.3	1,035.6	1,017.7	69,813	62,081	704,202	692,042	66,032	59,139
Average 5 Editions	101.9	90.6	1,034.2	1,013.9	69,300	61,581	703,193	689,486	66,109	59,227
Successful Farming .	87.3	81.6	955.0	925.8	39,290	36,699	429,763	416,612	38,733	36,050
Total Group	424.9	415.8	4,751.3	4,796.7	209,726	202,746	2,317,822	2,331,732	201,326	194,983

†Effective September 1955, Better Farming (formerly Country Gentleman) and Farm Journal combined. ‡Central-East and Southern Editions replaced the National Less Western Edition in June 1955. Cumulative figures shown for National Less Western Edition for 1955 are for the period ending May 1955. §Changed to Southwestern and Southeastern Edition in January 1955. Last year's pages and lines for Southeastern Edition are an average of the 1954 figures for Upper South and Lower South Editions. #Not included in totals.

Monthlies										
*Agricultural Leaders' Digest	8.0	10.2	170.6	153.3	3,425	4,364	73,177	65,778	3,425	4,364
American Fruit Grower	17.3	9.4	315.0	279.6	7,486	4,061	136,058	120,766	7,239	3,913
American Poultry Journal:										
#Eastern Edition ..	40.3	43.0	386.3	384.8	17,272	18,452	165,736	165,066	12,336	14,205
#Midwest Edition .	35.9	33.2	336.6	325.0	15,382	14,228	144,418	139,416	12,555	12,400
#Pacific Edition ..	36.8	35.0	347.9	307.9	15,795	15,029	149,263	132,084	11,982	12,281
#Southern Edition	39.2	33.5	350.4	314.6	16,817	14,364	150,319	134,948	12,120	10,510
Average 4 Editions	38.1	36.2	355.3	333.1	16,317	15,518	152,434	142,879	12,248	12,349
Arkansas Farmer	12.5	15.3	216.9	189.4	9,458	11,548	163,952	143,157	8,941	11,172
Better Farming Methods	49.4	48.7	378.7	355.1	21,208	20,907	162,470	152,338	20,636	20,907
Breeder's Gazette	16.4	12.8	215.5	190.9	7,369	5,773	96,971	85,913	5,329	3,619
*Broiler Growing	37.8	39.6	376.4	4,208	16,231	17,002	161,461	180,533	12,830	13,098
*California Citrograph	20.7	21.3	263.9	254.3	13,888	14,322	177,330	170,870	13,692	14,098
*California Farm Bureau Monthly	12.4	15.9	129.1	149.7	9,352	12,047	97,559	113,197	8,869	11,543
*Carolina Co-operator	9.0	9.0	102.9	99.7	3,780	3,780	43,221	41,860	3,780	3,780
*Cattleman, The	119.3	122.8	1,193.8	1,180.1	50,078	51,576	501,385	495,641	18,753	18,641
*Cooperative Digest ..	17.0	19.7	68.9	86.3	7,140	8,260	28,917	36,263	7,140	7,040
*County Agent & Vo-Ag Teacher	21.9	18.3	288.2	265.5	9,393	7,830	123,616	113,897	9,393	7,830
*Electricity on the Farm	12.4	12.1	113.8	106.7	4,434	4,329	40,608	38,101	4,434	4,329
*Farm Management ..	17.3	15.4	226.0	171.8	7,409	6,608	96,952	73,707	7,409	6,608
Farmer-Stockman:										
#Oklahoma Edition	46.3	40.0	267.8	525.2	19,857	17,176	114,893	225,328	16,037	13,914
#Texas Edition	44.7	—	255.2	—	19,184	—	109,478	—	15,078	—
Average 2 Editions	45.5	40.0	261.5	525.2	19,521	17,176	112,186	225,328	15,558	13,914
*Florida Cattleman ..	69.7	66.6	722.2	713.4	29,267	27,991	303,315	299,630	15,288	16,093
*Florida Grower & Rancher	31.5	29.5	297.8	257.0	21,427	20,072	202,534	174,766	20,527	18,840
Kentucky Farmer	18.9	17.2	279.8	261.6	14,799	13,453	219,340	205,062	13,565	12,226
*Michigan Farm News	1.3	1.7	23.0	24.4	3,095	3,819	53,523	56,667	2,989	3,731
*Mississippi Farmer ..	11.1	9.3	175.1	116.6	8,379	7,017	132,373	88,118	8,204	6,919
*Missouri Farmer	13.7	15.1	149.8	131.9	9,405	10,419	103,042	90,764	8,918	9,791
*National 4-H News	50.6	50.1	249.1	231.6	21,247	20,833	104,627	97,253	21,247	20,833
National Live Stock Producer	9.3	11.4	152.2	133.9	6,747	8,296	110,826	97,474	6,367	7,972
*Nation's Agriculture	8.2	6.2	89.5	82.1	3,699	2,795	40,291	36,952	3,699	2,795
*New Jersey Farm & Garden	41.0	38.9	516.6	525.1	18,446	17,529	232,448	236,290	14,307	14,265
*Ohio Farm Bureau News	10.3	11.6	117.4	116.5	4,616	5,240	52,822	52,432	4,386	5,040
Poultry Tribune:										
#Eastern Edition ..	46.4	44.6	444.5	436.1	19,901	19,138	190,699	187,067	14,802	13,483
#Central Edition ..	39.9	30.6	400.7	370.4	17,101	13,141	171,898	158,908	14,146	10,404
#Southern Edition	47.7	36.6	451.7	408.1	20,445	15,682	193,797	175,094	16,199	11,695
#Pacific Edition ..	50.7	40.3	495.3	459.0	21,748	17,281	212,503	196,907	16,211	11,544
Average 4 Editions	46.2	38.0	448.1	418.4	19,799	16,310	192,224	179,494	15,340	11,782
#§*Southern Farm & Home	10.9	6.4	75.6	73.7	6,086	6,389	42,303	73,735	—	4,877
Southern Planter	20.5	25.1	345.6	329.9	14,356	17,558	241,908	230,913	13,688	16,953
*Turkey World	37.6	42.9	494.0	499.0	16,116	18,413	211,922	214,058	8,815	11,147
*Western Dairy Journal	32.8	32.8	385.5	358.8	14,070	14,091	165,360	153,934	9,434	9,391
*Western Livestock Journal	106.4	95.3	1,202.0	1,036.5	45,654	40,891	515,677	444,641	15,371	13,020
|||*Wyoming Stockman-Farmer	35.0	32.5	388.6	289.9	26,670	29,190	293,794	259,722	21,517	22,758
Total Group	999.1	970.9	10,712.8	10,288.1	484,281	479,018	5,344,323	5,118,398	363,338	360,761

#Not included in totals. §Published quarterly effective April 1955; larger page size (1,000 lines) in November 1954; 1955 figures shown are for October-November-December issue. |||Changed from 896-line page to 756-line page in July 1955.

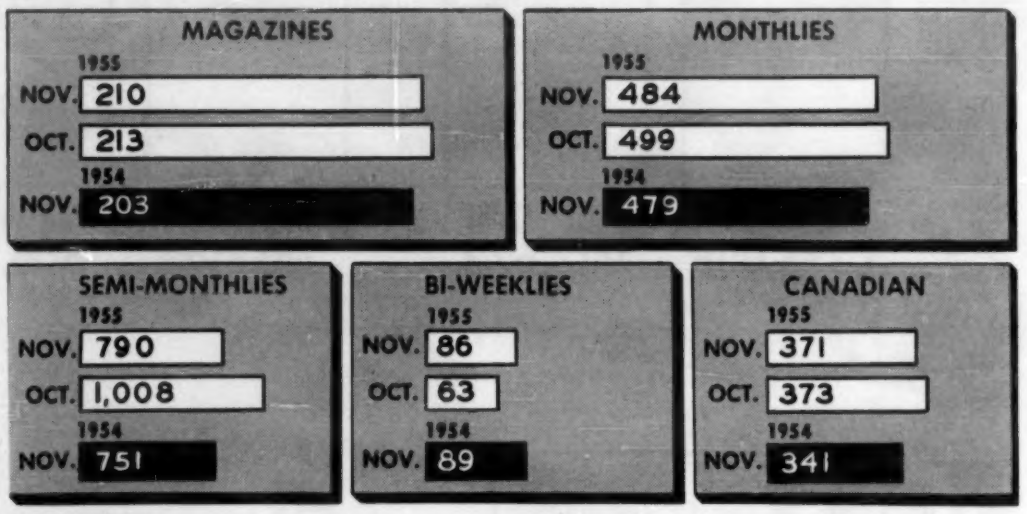
Newspaper Monthly Farm Sections										
*Iowa Farm & Home..	16.6	21.7	246.4	288.6	16,917	22,302	251,328	297,225	16,263	20,935
*Rural Gravure	10.4	10.0	89.5	92.4	10,351	9,958	89,450	92,356	10,351	9,958
*Texas Ranch & Farm	15.7	48.8	168.1	214.3	16,044	51,282	171,451	225,036	13,762	49,938
Total Group	42.7	80.5	504.0	595.3	43,312	83,542	512,229	614,617	40,376	80,381
Semi-Monthlies										
American Agriculturist	32.5	28.5	369.2	339.1	23,684	20,751	268,787	246,895	21,259	17,782
*California Grange News	—	8.8	—	125.0	—	9,591	—	135,639	—	3,346

	Total Advertising, in Pages Nov. 1955	Total Advertising, in Pages Nov. 1954	Total Advertising, in Pages Jan.-Nov. 1955	Total Advertising, in Pages Jan.-Nov. 1954	Total Advertising, in Lines Nov. 1955	Total Advertising, in Lines Nov. 1954	Total Advertising, in Lines Jan.-Nov. 1955	Total Advertising, in Lines Jan.-Nov. 1954	Commercial Display Excluding Poultry, Classified and Livestock, in Lines Nov. 1955	Commercial Display Excluding Poultry, Classified and Livestock, in Lines Nov. 1954
Colorado Rancher & Farmer	32.8	25.2	399.5	365.3	24,814	19,050	301,992	276,177	22,728	17,069
Dakota Farmer	47.2	41.8	769.3	729.6	36,988	32,775	603,125	571,999	35,701	31,583
Farmer, The	69.5	62.3	975.7	930.2	54,511	48,860	764,959	729,284	48,236	42,742
Hoard's Dairyman	50.6	38.3	546.9	497.5	36,857	27,900	398,128	362,184	30,336	21,771
Idaho Farmer	36.4	37.2	466.0	465.0	27,530	28,164	352,291	351,566	25,892	26,726
*Indiana Farmer's Guide	19.9	16.9	306.9	293.3	15,940	13,267	240,601	229,915	11,305	9,253
Kansas Farmer	35.8	33.7	525.7	514.1	27,224	25,586	399,545	390,731	23,159	20,610
Michigan Farmer	46.2	42.6	654.4	648.7	35,442	32,751	502,597	498,187	31,448	28,931
Missouri Ruralist	31.3	32.7	570.8	520.6	23,754	24,849	433,841	395,644	20,969	22,433
Montana Farmer-Stockman	48.1	44.0	749.3	707.8	36,379	33,229	566,447	535,070	28,973	24,514
Nebraska Farmer	70.7	70.4	952.9	935.8	53,439	53,235	720,406	707,464	42,365	42,425
New England Homestead	31.3	30.2	408.4	410.3	21,941	21,159	285,857	287,177	16,288	15,510
Ohio Farmer	54.6	46.6	761.7	706.7	41,961	35,757	584,959	542,775	35,858	30,370
Oregon Farmer	33.1	37.9	437.0	470.1	25,057	28,665	330,348	355,380	23,341	27,227
Pennsylvania Farmer ..	41.2	39.8	586.8	547.4	31,612	30,560	450,624	420,397	28,359	26,791
Prairie Farmer:										
#Illinois Edition ..	79.4	69.7	1,065.2	981.6	57,775	50,762	775,470	714,609	47,815	41,904
#Indiana Edition ..	76.4	70.7	1,035.4	954.9	55,591	51,490	753,796	695,171	45,721	42,632
Average 2 Editions	77.9	70.2	1,050.3	968.3	56,683	51,126	764,633	704,890	46,768	42,268
Rural New-Yorker	28.0	24.2	365.0	353.7	21,968	18,955	286,159	277,336	18,465	15,799
Utah Farmer	41.5	38.6	481.7	480.3	31,335	29,147	364,194	363,073	27,373	26,384
Wallaces' Farmer	73.7	78.2	1,131.1	1,092.3	57,787	61,279	886,754	856,324	50,476	51,590
Washington Farmer ..	32.3	41.9	445.1	481.7	24,414	31,701	336,489	364,210	22,680	30,062
Western Farm Life ..	25.7	23.7	346.9	327.6	20,181	18,617	271,962	256,815	16,338	16,874
§Herdsmen Edition .	15.1	20.7	231.7	243.5	11,839	16,219	181,653	190,905	3,115	3,801
Wisconsin Agriculturist & Farmer	62.0	60.6	855.5	779.2	48,614	47,481	670,717	610,927	46,796	45,591
Total Group	1,037.4	986.2	14,387.8	13,808.1	789,954	751,083	10,967,068	10,525,325	678,228	638,106

#Not included in totals. §This edition also carries all linage appearing in Western Farm Life..

Farm Linage Trend

Figures in Thousands



Bi-Weeklies										
Arizona Farmer	65.1	65.4	830.0	825.4	49,229	49,444	627,512	624,037	47,193	47,596
California Farmer:										
#Northern Edition	35.2	42.4	551.5	561.7	26,608	32,038	416,914	425,643	24,557	29,500
#Southern Edition	34.7	39.3	541.7	555.8	26,247	29,698	409,503	420,256	24,287	27,468
Average 2 Editions	35.0	40.9	546.6	558.8	26,428	30,868	413,209	422,950	24,422	28,484
*Dairymen's League News	14.9	11.5	154.0	150.6	10,815	8,362	112,090	109,636	10,145	7,935
Total Group	115.0	117.8	1,530.6	1,534.8	86,472	88,674	1,152,811	1,156,623	81,760	84,015

#Not included in totals.

All figures in the following groups were compiled by Advertising Age

Weeklies										
†Weekly Star Farmer:										
Kansas Edition	17.7	16.7	218.9	237.9	43,685	41,191	539,361	586,172	33,549	32,683
Missouri Edition .	17.9	16.6	214.7	238.1	44,030	40,957	529,048	586,603	32,972	31,909
Okla.-Ark. Edition .	16.9	15.6	198.5	222.8	41,648	38,377	489,062	548,921	32,762	30,798

†Five issues in November 1955; four issues in November 1954.

Dailies										
Chicago Daily Drovers Journal	45.7	51.6	481.2	429.8	97,278	109,901	1,023,922	914,631	53,490	67,470
Kansas City Daily Drovers Telegram	39.1	41.3	435.6	402.3	83,103	87,809	927,017	856,138	41,813	48,370
Omaha Daily Journal Stockman	51.2	55.2	504.2	462.5	108,997	117,436	1,072,967	984,105	59,469	63,613
St. Louis Daily Livestock Reporter	27.8	32.0	309.7	281.7	59,194	68,301	658,995	599,377	37,971	46,029
Total Group	216.3	229.0	2,362.8	2,275.1	477,935	503,972	5,240,372	5,075,947	292,026	320,872
Canadian										
Le Bulletin des Agriculteurs	54.3	53.3	574.8	571.0	37,991	37,309	402,341	399,678	37,833	37,167
Country Guide	41.3	33.6	421.3	476.5	29,764	24,171	303,328	343,099	29,764	24,171
Family Herald & Weekly Star	92.4	98.5	966.3	1,014.7	92,443	98,543	966,341	1,014,653	66,522	67,685
Farmer's Advocate & Canadian Countryman	36.6	40.7	487.2	548.7	25,591	28,487	341,057	384,061	20,826	23,309
Farmer's Magazine ...	22.4	21.6	284.6	335.7	9,614	9,285	122,103	144,010	9,564	9,530
Free Press Prairie Farmer	118.0	92.1	1,150.5	1,139.4	123,953	97,650	1,208,049	1,207,741	82,793	66,379
Western Producer	47.8	42.8	522.4	548.3	51,188	45,746	558,959	586,632	33,904	29,718
Total Group	412.8	382.6	4,407.1	4,634.3	370,544	341,191	3,902,178	4,079,874	281,206	257,959

Buckley Retires from Hearst

John R. Buckley, v.p. and general advertising manager of Hearst Magazines, New York, who was reported in AA's Dec. 12 issue as resigning from Hearst to become national director of the savings bond division of the U. S. Treasury, effective Jan. 16, is actually retiring from Hearst. Mr. Buckley has spent the last 28 years with the company.

Blair Companies Move

John Blair & Co., and its affiliated representative companies, Blair-TV and Hoag-Blair, have moved their San Francisco offices to larger quarters in the Russ Bldg.

'Esquire' Advances Two

Samuel Ferber, sales promotion manager of *Esquire*, New York, has been promoted to assistant advertising manager in charge of sales development. Norman Aronson, classified advertising manager, has been named administrative manager of the New York sales office.

'Institutions' Names Two

Institutions Publications, Chicago, publisher of *Institutions* and *Institutions Catalog Directory*, has appointed William Hart Jr. and Jack R. Schwing to its sales staff. Mr. Hart, formerly western manager of Daniel Starch & Staff, will cover the Michigan territory from the company's Chicago office. Mr. Schwing, previously with Story, Brooks & Finley, headquarters in Cleveland.

HEARING GLASSES—*In ads like this Otarion Inc. will introduce the Listener, a cordless electronic hearing aid concealed within eyeglass frames.*

Otarion Boosts Hearing Aid in Eyeglass Frame

DOBBS FERRY, N. Y., Dec. 20—"Now! Hear through your glasses!" is the campaign theme for the Listener, a new electronic hearing aid that is hidden in a pair of eyeglasses.

Introduced by Otarion Inc., the Listener is a triple-transistor hearing aid, complete with special circuit and volume control, but minus the "cords and ear buttons that cause discomfort and advertise your hearing problem." Instead there is a small colorless tube leading from the eyeglass frame to the ear canal.

■ The new hearing aid comes in "executive and sportsman styles for men; graceful styles including jeweled models for women." The device can be fitted with prescription or plain lenses.

Introductory advertisements will run in *Audecibel, Hearing Dealer, Life's* Christianity issue, *National Hearing Aid Journal,* the *Wall Street Journal* and local newspapers in key cities.

J. M. Mathes Inc., New York, is the agency.

Pacific National Adds Two Accounts; Drops Bush Berry

Pacific National Advertising Agency, with offices in Seattle, Portland, San Francisco and Spokane, has been appointed to handle advertising for Consolidated Freightways Inc., Portland, and Knott's Berry Farm, Los Angeles. Simon Co. formerly handled the Consolidated Freightways account. Knott's quick frozen boysenberries were introduced in Southern California this fall, and additional national markets will be opened next year.

Pacific National has resigned the advertising account of California Bush Berry Advisory Board, Modesto, Cal., effective with completion of present assignments. The board, formed early this year under the California Marketing Act, has announced it is screening agencies to handle its program for 1956. Ad budget for 1956 is approximately $20,000.

Whitaker Joins 'Weekly'

O. R. Whitaker, formerly v.p. and advertising director of *Better Living,* has been named eastern manager of *The American Weekly.* Joseph E. Fontana, formerly chief accountant of the *Weekly,* has been named business manager.

Quaker Oats Names Grant

Quaker Oats Co., Chicago, has named Grant Advertising, Johannesburg, South Africa, to handle advertising of all products and divisions in that area, effective Jan. 1.

FTC Moves to Put Nursery Trade Code into Final Form

WASHINGTON, Dec. 20—The Federal Trade Commission has announced that members of the nursery industry and others concerned with advertising and merchandising products for nursery stock will have a final opportunity in January to comment on trade practice rules which have been proposed for the industry.

The commission said oral testimony will be taken at hearings in Washington Jan. 9 and in Chicago Jan. 19. Written comments will be received until Jan. 19 in Washington. "After due consideration of all matters presented in writing or orally, the commission will proceed to final action on the proposed rules," the announcement said.

Preliminary hearings already had been held on proposed trade practice rules for this industry in Chicago, San Francisco and New York in August and September, 1954.

The draft of the rules distributed by FTC attempts to deal with efforts by industry members to misrepresent such plant characteristics as species, size, and ability to flower.

■ The draft specifies that no plant should be described as rare or new when in fact it is a standard variety. Plants are to be identified by well-established common names recognized in a standard encyclopedia enumeration in the code.

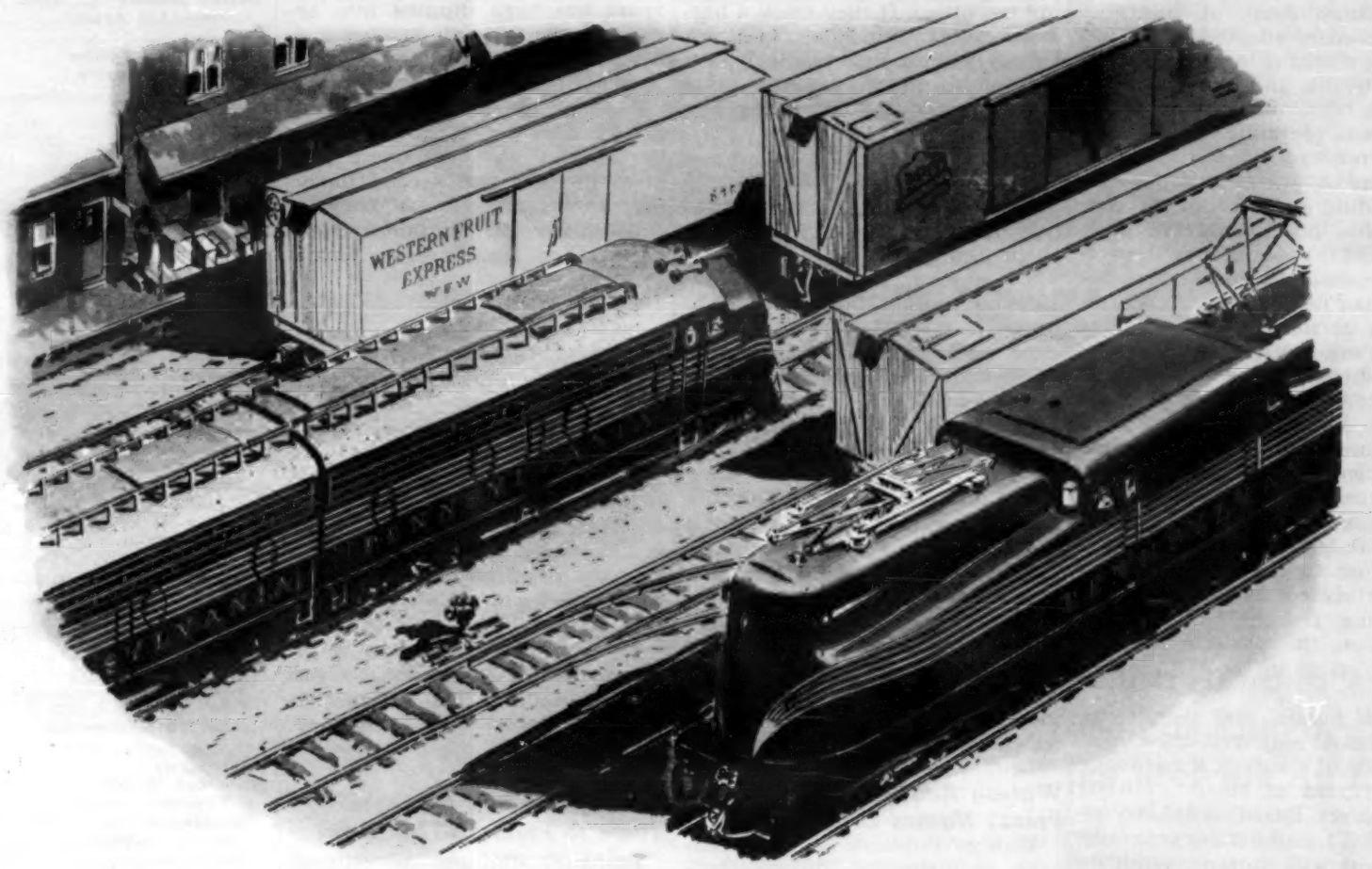
Radio Wants Own 'Week'

The am radio committee of the National Assn. of Radio & Television Broadcasters has voted unanimously to hold a National Radio Week annually, beginning in 1956. The committee is urging action by the NARTB board, at its February meeting, to approve the plan. This year's National Radio & Television Week was held Sept. 18 to 24.

Iroquois Plans Record Drive

Iroquois China Co., Syracuse, N.Y., has scheduled full pages in *Bride's Magazine, House Beautiful, McCall's* and *Modern Bride* as part of the company's "record-breaking" advertising campaign for 1956. Dealer aids and point of purchase displays will back up the campaign, which will promote Iroquois' Carrara Modern, Iroquois Casual china, by Russel Wright, and introduce Impromptu Fine China, styled by Ben Seibel. Alfred Auerbach Associates, New York, is the agency.

BUY A KING-SIZE MARKET
EL PASO
The Fabulous Southwest
NATION'S LARGEST TRADE TERRITORY
OIL
$3,500,000 worth Daily!
The Permian Basin of West Texas and New Mexico produces 20% of the nation's oil.
The El Paso Times
AN INDEPENDENT NEWSPAPER MORNING AND SUNDAY
El Paso Herald-Post
A SCRIPPS-HOWARD NEWSPAPER EVENING
TWO Separate Newspapers • 30¢ Line BUYS BOTH!



How big is Big?

Pennsylvania Railroad...

is the world's largest railroad . . . with 1954 operating revenues of $848.8 million* or 9% of the total of all Class 1 railroads in the US. But even this huge revenue figure cannot suggest the real utility of the Pennsy to the hundreds of communities it serves.

Big figures, however, are not always a measure of value. Consider SUCCESSFUL FARMING, with only 1,300,000 circulation —but it reaches 42% of all farms earning $10,000 or more, and represents an $11 billion market.

SF farm subscribers are important customers because they are big producers . . . supply 53% of the corn harvested for grain, 57% of the hogs, 38% of the cattle and calves, 44% of the eggs, 44% of the dairy products. And they are big earners —average cash income around $10,000 for several years past!

Because SUCCESSFUL FARMING for more than fifty years has materially helped the country's best farmers to make more money, live better . . . it has an influence with its market that no other publication can match.

To find important new customers, and to balance national advertising schedules, you need SUCCESSFUL FARMING. Any SF office can give you all the facts.

**Source: Standard & Poor's Industry Surveys, July 14, 1955*

MEREDITH PUBLISHING COMPANY, Des Moines . . . *with offices in* New York, Chicago, Detroit, Philadelphia, Cleveland, Atlanta, San Francisco, and Los Angeles.

Mutual of Omaha

(Continued from Page 34)

Chicago—were charged with eight "false and misleading advertising" practices. The most recent blast occurred weeks ago (AA, Dec. 5), when the FTC issued complaints against ten additional companies, including casualty outfits, bringing the total of false advertising actions to 41 in the health insurance field.

■ Among other accusations, FTC charges the companies with false representations, misleading statements and "deceptive concealment or nondisclosure of exceptions and limitations."

Four cases have been settled by consent orders; others, including Mutual's, are in various stages of litigation. Many companies are still smarting over what were termed FTC's "bombshell" tactics and "lack of faith" in issuing the complaints when it did.

But collectively, the companies have recovered to the point where the National Assn. of Insurance Commissioners adopted a self-imposed advertising code Dec. 2 to govern health and accident companies.

The code prohibits many of the alleged misleading practices FTC complains of, and it is hoped that if individual states adopt the code (NAIC has no enforcement power), the FTC drive will be thwarted. Meanwhile, subjected to opposition from its own hearing examiners on its insurance complaints, FTC has asked NAIC and others to meet and try to work out an over-all code (AA, Dec. 19).

■ This assist for the health and accident companies came when one hearing examiner ruled that FTC can regulate health advertising only in the four states (plus the District of Columbia) which do not now control health insurance advertising. If upheld by the full commission, this decision will put a severe crimp in the FTC prosecutions.

For its public, and moral, defense, Mutual may well draw upon the results of a survey it has made this past year of about 1,750,000 policyholders. Based on 317,065 returns (18%), and not yet generally released, it will show respondents overwhelmingly (96%) satisfied with Mutual's over-all services.

Sales, Administration

Mutual now has a four-year-old National Sales Training School in Omaha, a $600,000 bite into the annual budget, but the company figures it's well worth it.

Sitting in on a class, an observer watches something akin to a top echelon military school in action. Salesmen are taught attacks, retreats, closings, alternate closings, and many other techniques calculated to make the prospect understand and *buy that policy*.

Mutual's ten-story building houses Omaha's second largest private employer. Exceeded only by the Union Pacific Railroad, headquartered here (and also, probably, by the Air Force's strategic air command), Mutual of Omaha provides the weekly pay check for about 2,000 of the city's women and 600 of its men.

Actually, some 20-22,000 people earn a living directly or indirectly from Mutual of Omaha—including more than 10,000 agents working through 100 general offices and 325 district offices, but not on the home office payroll.

■ A difficult problem is answering the flood of correspondence that comes pouring into Omaha daily from all over the world. In the interest of efficiency, virtually all company officials have dictating equipment, and there are more than 200 girls in a stenographers' pool, pounding out more than 600,000 letters yearly.

FILLING UP—*Mutual of Omaha expected this building to be adequate until 1965. At present, however, there are only about 30 desk spaces left.*

Every letter is checked by a panel of 12 reviewers before leaving the office. If they think a harassed letter writer has been too abrupt with an irate policyholder, they will send him a gentle memo urging restraint. Conforming to a Skutt slogan—"95 in five"—efforts are made to answer 95% of all correspondence within five days.

Possibly the biggest administrative hurdle—certainly in the eyes of an injured or sick policyholder—is making benefit payments quickly. Unlike many other companies in the field where payment must come from the home office, Mutual authorizes its field offices to issue drafts on an Omaha bank as soon as a claim has been verified.

■ But periodically the field office file on a policyholder is incomplete or an error in judgment is made, so, as a precaution, the field office immediately shoots the insured's complete file to Omaha, airmail special delivery. Here, the draft analysis department has 24 hours—the time it normally takes the bank to clear the draft—in which to okay or stop payment.

Watson Acquires 'Industrial Press': Names Officers

Watson Publications Inc., Chicago, publisher of *Modern Railroads* and *Appliance Manufacturer*, has acquired *Modern Industrial Press*, formerly published in Pittsburgh by Mrs. S. E. Andresen, of Andresen Inc., effective with the January, 1956, issue. Mrs. Andresen, former president and editor of the publication, joins Watson as consultant to the publisher. *Modern Industrial Press* aims to reach the segment of the metal working industry involved in shaping, pressing, forging or bending metal, where the shaping action is not dependent upon a cutting tool.

Watson Publications, in a recent reorganization, also has named Timothy G. Lowry, partner in the legal firm of Eckert, Peterson & Lowry, and Elliot Frank, v.p. of the LaSalle National Bank, directors. David R. Watson continues as president. Frank Richter, exec. v.p., also assumes the duties of treasurer, and Rita Rill becomes comptroller and secretary. Named as v.p.s are Carl A. Zehner, director of advertising; S. M. Gaskins, business manager of *Appliance Manufacturer;* John M. Sitton, eastern manager, and V. G. Brettman, Cleveland executive.

Hood Orange Juice to K&E

H. P. Hood & Sons, Boston, has named Kenyon & Eckhardt to handle advertising for its new Hood orange juice, which will be distributed in the New England region. Harold Cabot & Co., Boston, continues to handle all other Hood products.

Coast Brewer Turns Erudite, Quotes Encyclopedia in Ads

OLYMPIA, WASH., Dec. 20—Olympia Brewing Co., which for years has been dipping into artesian wells for water to brew its beer, has dipped into the Encyclopaedia Britannica for its ad copy.

To back up its 60-year-old slogan "It's the water," meaning that the special water Olympia uses gives its beer that special flavor, the brewer quotes the encyclopedia to show that all famous beers have taken their unique flavors from local waters.

■ The ad shows an opened volume of the Encyclopaedia Britannica, and quotes: "For many centuries in the past certain localities in Europe such as Burton-on-Trent, Pilsen, Munich, Dortmund and others have enjoyed the reputation of producing ales and beers of distinctive character which could not be duplicated elsewhere. The secret, unrecognized for a long time, lay in the peculiar composition of their waters."

The campaign is running in newspapers in Washington, Oregon and California. The agency is Botsford, Constantine & Gardner, Seattle.

Phillipps Agency Changes Name to Phillipps-Thackeray

Frank M. Phillipps Advertising, Toledo, has changed its name to Phillipps-Thackeray Advertising, with enlarged headquarters in the Phillipps agency's offices, 112 E. Woodruff Ave. William D. Thackeray, most recently v.p. of Beeson-Reichert, Toledo, joins Frank M. Phillipps as a partner in the agency.

Frank Phillips

William Thackeray

Mr. Phillipps was at one time an account executive with United States Advertising Corp., where he handled the Owens-Illinois account. Mr. Thackeray, who also has been with Detroit and Cleveland agencies, was, at one time, advertising manager of the Owens-Corning Fiberglas Corp.

Norge Names Pavlinek

Paul R. Pavlinek has been appointed manager of cooperative advertising of the Norge division of Borg-Warner Corp., Chicago. He has held general and cooperative advertising positions with the Frigidaire division of General Motors Corp. for the past three years.

Department Store Sales . . .

Retailers Have Good Pre-Yule Week

WASHINGTON, Dec. 23—Department stores swung into the next-to-the-final week of Christmas shopping with sales riding well ahead of last year's level. According to the Federal Reserve Board, sales for the week ending Dec. 17 were 6% ahead of the similar week of 1954.

For the four weeks ending Dec. 17, sales were 6% ahead and for the year to date, they were 7% ahead.

All 12 of the districts showed sales gains. They were: Boston, 3%; New York, 2%; Philadelphia, 11%; Cleveland, 8%; Richmond, 7%; Atlanta, 9%; Chicago, 9%; St. Louis, 10%; Minneapolis, 3%; Kansas City, 3%; Dallas, 3%; San Francisco, 2%.

Department Store Sales Barometer

Change From 1954

Week Ended Dec. 17, 1955	+6%
Jan. 1 to Dec. 17, 1955	+7%

Federal Reserve District, Area, and City	% Change from '54 Week Ending Dec. 3	Dec. 10
UNITED STATES	+ 3	+ 5
Boston District	0	+ 2
Metropolitan Areas		
Boston	0	0
Downtown Boston	— 1	— 2
Suburban Boston	+ 4	+ 5
Cambridge	+ 4	+ 3
Quincy	— 3	+ 2
Lowell	— 2	+ 3
Cities		
Springfield	+ 7	+ 9
Providence	— 6	0
New York District	r— 2	+ 1
Metropolitan Areas		
Buffalo	—116	+ 4
New York-N.E. New Jersey	—11	0
Newark	0	—12
New York	r— 3	— 1
Rochester	+ 3	+ 7
Syracuse	— 1	+ 5
Philadelphia District	+ 6	+ 4
Metropolitan Areas		
Wilmington	+ 6	+ 5
Trenton	r— 1	— 7
Lancaster	+ 3	+ 3
Philadelphia	+ 8	+ 4
Reading	r+ 5	+12
Scranton	+ 4	+ 7
Wilkes-Barre—Hazleton	+ 3	+ 8
Cleveland District	+ 3	+ 8
Metropolitan Areas		
Lexington	—10	0
Akron	+ 1	+ 4
Cincinnati	— 4	+ 3
Cleveland	+ 6	+ 6
Columbus	— 1	+ 4
Springfield	+ 3	+ 4
Toledo	— 5	+ 6
Erie	— 1	+ 6
Wheeling-Steubenville	—14	+ 7
City		
Pittsburgh	+13	+20
Richmond District	+ 4	+ 6
Metropolitan Areas		
Washington	r+ 4	+ 6
Downtown Washington	r— 4	0
Baltimore	r+ 3	+ 5
Richmond	+ 7	+ 7
Atlanta District	0	+ 3
Metropolitan Areas		
Birmingham	r+ 2	— 2
Jacksonville	— 1	*
Atlanta	0	*
Augusta	— 4	*
New Orleans	— 9	+ 4
Knoxville	r+ 5	*
Nashville	— 7	+ 6
City		
Tampa	+14	*
Chicago District	+ 2	+ 8
Metropolitan Areas		
Chicago	0	+ 7
Indianapolis	+ 2	+12
Detroit	+ 9	+ 9
Milwaukee	0	+ 9
St. Louis District	+ 1	+ 9
Metropolitan Areas		
Little Rock	+ 2	+13
Louisville	0	+ 2
St. Louis	+ 4	+11
Memphis	—10	+ 5
Minneapolis District	— 2	— 1
Cities		
Minneapolis	— 1	— 1
St. Paul	— 5	0
Duluth-Superior	r— 5	+ 2
Kansas City District	r— 2	+ 4
Metropolitan Areas		
Denver	+10	+11
Topeka	— 1	+ 1
Wichita	— 4	0
St. Joseph	—15	— 1
Albuquerque	— 7	+ 9
Oklahoma City	+ 6	+10
Tulsa	0	+ 5
City		
Kansas City	r—10	— 2
Dallas District	+ 4	+ 5
Metropolitan Areas		
Dallas	+ 1	+ 5
El Paso	— 4	+10
Fort Worth	+ 7	+ 7
Houston	+ 7	+ 7
San Antonio	— 1	0
San Francisco District	+ 3	r+ 1
Metropolitan Areas		
Los Angeles	+ 1	— 3
Downtown Los Angeles	0	— 6
Westside Los Angeles	+ 2	0
Sacramento	0	+ 6
San Diego	+ 1	+ 2
San Francisco-Oakland	+ 3	+ 3
San Francisco City	+ 3	+ 3
Oakland City	+ 6	0
San Jose	+11	+ 3
Portland	+ 8	+ 5
Salt Lake City	+ 7	+ 1
Seattle	+ 3	+ 2
Spokane	0	+ 6
Tacoma	+ 3	— 1

r—Revised.
*—Data not available.

Y&R Gives $100,000 to Start Foundation

NEW YORK, Dec. 20—Young & Rubicam last week made an initial grant of $100,000 to the Young & Rubicam Foundation which the agency has established for the awarding of scholarships and grants-in-aid to liberal arts colleges—the first such foundation to be established by an ad agency in this country.

A second foundation has also been set up to match contributions of Y&R employes to endowed liberal arts colleges, within specified limits.

The four-year scholarships, varying from $200 to $2,000 per year, will be determined by the financial need of the applicant. Preference will be given to relatives of Y&R employes, but relatives of agency employes whose annual salary exceeds $15,000 will not be eligible unless special circumstances establish the applicant's financial need. All applications will be processed by the Educational Testing Service, Princeton, N. J.

■ The foundation will also make grants-in-aid to the colleges selected by the winners in amounts equal to the college's annual tuition. These grants will be for four years and students may select any privately endowed liberal arts college in the U. S.

According to the release, "the establishment of this foundation was motivated by the world's need in the solution of its problems for men and women who can think. It was predicated on the belief that it will play a vital role in the development of men and women who can bring to bear on these problems intelligent thought."

Crescent to Gourfain-Cobb

Crescent Industries, Chicago, manufacturer of hi-fidelity phonographs and tape recorders, has appointed Gourfain-Cobb & Associates, Chicago, to handle its advertising, merchandising, sales promotion and dealer development. The Crescent account formerly was handled by Herbert Baker Advertising, Chicago.

Malcolm-Howard Names Two

Malcolm-Howard Advertising Agency, Chicago, has appointed Ted Liss, formerly production manager of KWK-TV, St. Louis, an account executive, writer and producer. The agency also has named Neal Waldman, previously with Advertising Producers Associated, to its creative staff.

Volume Was Key to Postwar Profits, Ford Says in First Stock Prospectus

(*Continued from Page 1*)
who took over the direction of the company and brought in a new management team in 1946, is commonly credited with Ford's revival. In candor, however, the prospectus points out that factory sales of the automotive industry in 1955 were at the highest level in history. This has been attributed to a number of factors "including favorable general economic conditions and increased use of consumer credit," the report said. "Adverse changes in factors such as these, or decreased demand for automotive products attributable to other circumstances, would affect unfavorably results of operations in the industry."

■ Despite this generous reference to the contribution the general prosperity of the country made to Ford's progress, the prospectus is replete with information showing that the record of the past 10 years was influenced more than casually by Ford's new management, with Ford's share of the passenger car business climbing from 21.2% in 1946 (and a low of 19.1% in 1948) to 27.3% for three quarters of 1955 (with a peak of 34.7% in the third quarter 1954, when Ford introduced its 1955 models).

■ Ford's volume went from 456,000 passenger cars in 1946 to 1,630,000 for nine months of 1955. In the same period the total industry volume went from 2,149,000 passenger cars to 5,974,000. Among the facts brought out in the prospectus were these:

- That Ford is a $2,500,000,000 enterprise.
- That it has been plowing back about half its earnings for the future.
- That it has spent $1.3 billion on expansion and modernization in the past 10 years, and will spend nearly a billion more for these purposes in the next two years.
- That its sales for nine months of 1955 of $4,042,600,000 were almost equal to sales for the full year 1954.

There is little news in the prospectus about the new line of cars which Ford expects to introduce in the near future (AA, Oct. 17). All it says is that some of the new plant and equipment which is to be completed during the next two years is for the proposed new line. Nothing was said about the price bracket the new line will aim at, though it is believed to be somewhere between the Mercury and Lincoln lines.

Ford told SEC that production rates are based on a number of factors, including orders from dealers and dealers' stocks. During most of 1955, it said, dealer stocks of Ford and Mercury cars were "generally at levels below those the company considered adequate" and production was generally at maximum levels involving large amounts of overtime.

■ In recent months, the prospectus said, dealer stocks increased "and there have been reductions in production and future production schedules.

"Rapid changes in demand can occur in the industry, and plans for future production are subject to continuous review and to frequent revision upwards or downwards as circumstances require."

Ford reported that its cars, trucks, parts and accessories are marketed through 8,600 dealers. Its tractors and agricultural implements are marketed through 32 distributors and 2,700 dealers.

■ From the prospectus the public got for the first time an authentic picture of Ford's vast operations. At the top is a central group of 28 directors and executive officers, headed by Ernest R. Breech, chairman of the board, and Henry Ford II, president and chief executive officer. Mr. Breech is chairman of the administration committee and vice-chairman of the executive committee. Mr. Ford is chairman of the executive committee, a member of the committee on administration and chairman of the stock option committee.

Among the members of the administration committee is Charles F. Moore Jr., who was elected v.p. for public relations last April. Also on the committee for administration is Walter A. Williams, v.p. for sales and advertising.

■ Mr. Ford and Mr. Breech were revealed to be the company's top paid executives, each receiving $321,000 in direct remuneration in 1955, plus $136,000 supplemental compensation to be paid in subsequent years if earned out. Lewis D. Crusoe, exec. v.p., car and truck division, and Delmer S. Harder, exec. v.p., basic manufacturing division, each received $270,000 in 1955, plus $120,000 supplemental.

William T. Gosset, v.p. and general counsel, received $239,000 plus $105,000. Six others received upwards of $100,000, including John R. Davis, v.p. on general assignment, and a familiar figure in Ford sales over the years.

■ Ford's vast organization was sketched, including its research and engineering and styling centers, its defense work, tractor and farm implement operations, and the scores of manufacturing facilities from steel and glass to horns, plastics and paints which it controls.

The prospectus pointed out that it holds 54.6% of the voting stock and equity of Ford of England, the second largest producer in the British Isles; 55.4% of the voting stock and 27.5% of the equity stock of Ford of Canada; 84.1% of Fordwerke of Germany, and 15.2% of the voting stock of Simca of France.

■ As for the stock issue itself, the prospectus showed the 10,200,000 shares offered to the public would have 60% of the voting rights of the company. Class B stock, retained by the Fords, keeps 40% of the voting right, presumably enough to assure control. The 36,148,620 class A stock retained by the Ford Foundation has no voting rights.

Among the additional benefits provided by the company for its executives has been a stock option plan. Under this plan, 108 Ford officials were offered options on nearly 1,000,000 shares of stock. They still have unexercised options for 667,800 shares which they can buy at $21.

The Ford family holdings of voting stock are broken down as follows: Eleanor Clay Ford, widow of Edsel Ford, 917,673 shares; her children—Henry Ford II, 1,080,561 shares; Benson Ford, 1,058,691 shares; Josephine Ford, 975,513 shares; William Clay Ford, 975,513 shares. An additional 1,245,975 of the family's shares are in family trust funds.

Advertising's Share at Ford, 1946-54

These figures are mainly to show the remarkable constancy (except for 1947-48) in the relation of advertising to sales at Ford. The percentages shown are actually too low, because the advertising volume figures are low. They include measured media only, do not include outdoor and spot radio-tv, both of which are big factors at Ford. In outdoor, for example, Ford spent more than $6,645,000 in 1954—the first year in which OAI released figures —and it's safe to say that Ford ad expenditures considerably exceeded $40,000,000 in 1954.

	Total Sales (000 Omitted)	Ad Volume (000 Omitted)	Per Cent of Ad Volume To Sales
1954	$4,062,300	$32,549	0.80%
1953	4,211,300	30,540	0.73
1952	2,640,200	19,976	0.76
1951	2,741,800	17,172	0.63
1950	3,029,500	21,456	0.71
1949	2,249,400	16,630	0.74
1948	1,971,200	9,139	0.46
1947	1,501,700	6,390	0.42
1946	894,500	6,295	0.70

PICK A PEPPER PACKAGE—*Dr. Pepper now comes in 19 sizes and types of containers, as shown here with model Bo Hendricks. Cases range from 48-king-size-can capacity to the 6-can regular size. Fountain glass, vending machine cup, and 26-oz. bottle are included. All but six of the containers have been introduced within the past 18 months.*

Newsprint Price Boosts Leveling Off at $4 a Ton

NEW YORK, Dec. 22— Newsprint prices, which recently have chalked up rises ranging from $3 to $5 a ton, appear to be settling down at a $4 level.

Abitibi Power & Paper Co. this week revised its $5 a ton increase which became effective Nov. 1 and stabilized its price boost at $4 a ton. Customers who have been paying $131 a ton on contract sales will receive a rebate of $1 a ton.

St. Lawrence Corp., another Canadian mill that raised newsprint $5 a ton, also is preparing to cut back its increase to $4.

Anglo-Canadian Pulp & Paper Mills reportedly will raise its recently announced increase of $3 a ton to $4, effective Jan. 1, but no official announcement of the change has been made to date.

■ Spruce Falls Power & Paper Co. and Price Bros. & Co. will raise their prices on newsprint $4 a ton effective Jan. 1 and Jan. 16 respectively.

Powell River Co. will delay deliveries of newsprint 12½% during the first half of '56.

Of 16 major mills that have increased newsprint prices, ten have gone up $4 a ton, four $3 a ton and two $5 a ton. Local mill representatives and paper jobbers anticipate the market will stabilize at $4 a ton during the next month. This will make the contract price here $130 a ton.

■ Activity in the gray market continues strong. A sale of 200 tons was made here this week at $195 a ton f.o.b. mill. This makes the delivered price to a midwestern buyer $210 a ton. Delivery promise is ten days. Quotations of $190 a ton with deliveries in 60 to 90 days are common. Austrian newsprint is obtainable at $185 a ton delivered here in 90 days.

In Denver, the *Rocky Mountain News* announced that its Dec. 26 issue will carry no advertising because of a short supply of newsprint.

Seattle Studies Outdoor

The Seattle city council's public safety committee has recommended that the city art and planning commissions be authorized to make a joint study of the need for regulating outdoor boards on Seattle streets.

The recommendation came after the Allied Arts of Seattle reported that "... some of the incomparable views ... are rapidly being destroyed by the lack of ordinances to preserve major vistas."

Enlow to Edit 'Farmer'

Robert E. Enlow has been appointed editor and general manager of *Mississippi Farmer*, published by Southern State Farm Paper Unit, Jackson. Previously, he was associate editor of *Capper's Farmer* for three years.

Robert Ogle Joins D'Arcy

Robert P. Ogle, formerly advertising manager of the St. Louis office of A & P Food Stores, has joined the account service staff of D'Arcy Advertising Co., St. Louis.

Deepfreeze Will Close in March; Cancels All Ads

(*Continued from Page 1*)
rance (AA, Dec. 27, '54). Roche, Williams will continue to be the agency until Deepfreeze officially goes out of business in March, Mr. Schwartz said.

The decision to close the division was made earlier this week in Detroit. Robert Nixon, Motor Products Corp. president, told AA that the division has been losing money despite retrenchment and concentration on the refrigerator and freezer field. Difficulties in obtaining strong national distribution and in establishing dealerships also were listed as reasons for the move.

■ Deepfreeze started making home freezers in 1938, and received contracts to supply the U. S. Navy with them during World War II. After the war the division expanded and added refrigerators, water heaters and ranges to its appliance line. Two years ago air conditioners were added to the line.

The heaters, air conditioners and ranges, however, were made by other companies and sold under the Deepfreeze name. Last year the company abandoned ranges and water heaters to concentrate on freezers and refrigerators. Deepfreeze recently sold its plant at nearby Lake Bluff to Goodyear Tire & Rubber Co., centering its operations in North Chicago.

The surprise announcement came at a time when Deepfreeze was preparing to introduce its 1956 lines at the annual winter furniture market, which will be held here Jan. 9.

Schlitz Announces Itself as King of the Brewers Again

MILWAUKEE, Dec. 21—Jos. Schlitz Brewing Co. is again America's No. 1 beer producer, according to Erwin C. Uihlein, president.

Mr. Uihlein made the announcement here to a cheering throng of some 1,700 Milwaukee employes at the company's annual Christmas party. He estimated that Schlitz production for 1955 would be 5,800,000 barrels, compared with 5,500,000 by Anheuser-Busch.

Schlitz and Anheuser-Busch have waged a nip and tuck battle for years, with the St. Louis firm holding the lead for the past two years. Last year Schlitz produced 5,400,000 barrels, compared to 5,800,000 for Anheuser-Busch.

■ Mr. Uihlein qualiifed his estimates by stating that they were "opinions," but later declared that he was "confident" that his estimates would stand up. Final and exact figures will be announced in mid-January.

Any announcement by Schlitz to the contrary, Anheuser-Busch continues to advertise its Budweiser label as the "world's largest selling beer." Industry sources, however, expect Schlitz to set this right some time in January with a big announcement that it is "top dog" again—though Schlitz would not confirm any such plans.

Shea Joins Hearst Service

J. Earl Shea Jr., until recently with the *Denver Post*, and before that for 11 years with Moloney, Regan & Schmitt, has joined the Chicago office of Hearst Advertising Service.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Irate Is the Word for Readers' Reaction to Eye and Ear Man's 'Yule Foolery'

To the Editor: I would like to register a vigorous objection to your article "Yule Foolery" in your feature section of Dec. 5. I believe that your editorial staff is guilty of printing an article that is not only in the worst possible taste, but is an insult to the personnel of any agency that is in any way concerned with the citrus industry, the cigar industry, the men's toiletry industry or the ball point pen industry. I do not believe I have ever seen a reputable publication permit such a blow below the belt to not only advertising agencies, but salesmen and manufacturers alike.

Your issue will probably be read by many thousands who are now thinking of Christmas gifts. While I certainly cannot take issue with the noble purpose of giving to charity, still, the end certainly does not justify the means insofar as this article is concerned. Why do you, despite your avoidance of responsibility for opinions expressed (as stated in your masthead), allow such an unethical swipe at the cigar industry, particularly, and so many other fine producers who count so heavily on the holiday business.

Just dwell for a minute on this damning and damaging article... rotted citrus fruits, ball point pens that don't work, cigars that are ... well, I just can't bring myself to repeat it! When are you going to take some responsibility for this type of article and decide just what is within the bounds of good taste?

I am sure that this opinion is shared by many thousands. And, if surveys mean anything, a box of fine cigars is still a wonderful holiday gift; certainly, the tremendous sales of our GOLD LABEL cigars for Christmas bears this out!

MORTON B. ANNIS,
Vice-President, Gradiaz, Annis & Co., Tampa, Fla.

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To the Editor: Ouch!! The left that the Eye and Ear Man threw at the business gift and advertising specialty industry was bad enough, but to have you come in with the old one-two punch in the editorial in your Dec. 12 issue is a little too much to take lying down.

After analyzing both the Eye and Ear Man's article and your editorial, I think that the big gripe that you might have is against the lazy man's custom of considering a bottle of whisky as an adequate expression of thanks for the business friendship that was built up during the year. I agree with you wholeheartedly that the majority of us in the advertising field are quite capable of buying our own liquor. However, we certainly must recognize the fact that the liquor industry does have unusual packaging of liqueurs which might be construed as being good gifts.

Your attack upon the lazy man's method of giving was a left-handed reflection upon the institution of business gifts. A thoughtful business man gives as much consideration to the selection of business gifts as he does in okaying copy, photos and other elements in an advertisement. Business gifts are thoroughly a part of the over-all sales promotion plan of every business and as such deserve this thoughtful consideration.

Your Eye and Ear Man has given consideration only to those thoughtless people who give no screening to the type of gift they send, even to the point of ignoring the personal preferences of the recipient. If the few people who show such lack of consideration would carefully examine their business gift structure, they would realize how much harm they might be doing themselves by not employing the services of an advertising specialty jobber whose task it is to screen such gifts for the industry.

While your suggestion for making charitable donations at the Christmas period is most excellent, I believe that we should separate the desire for charity from everyday business. It is the inalienable right of everyone to give to the charity of their choice, and I, for one, would not care to have anyone select for me the charities to which I should give. Let's maintain this charity where it belongs—in every man's own heart. Let's keep business gifts where they belong—in the over-all business picture by showing appreciation to our friends and customers.

MORRIS B. RABIN,
President, The Minute Man Line Inc., Boston.

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To the Editor:

YULE FOOLERY

It is Christmas eve and Joe, a lonesome, old bachelor, opens up this cheerful greeting from his largest supplier:

"Dear Joe, Instead of sending you another Christmas gift this year in appreciation of our friendship and past patronage, you will be glad to learn that we have contributed the money to the Cancer Fund. Yours truly, Scrooge."

Whereupon poor Joe dies immediately from a heart attack. Moral: Let's kill Santa Claus and the buyer, too.

R. E. LIGHTELL,
Vice-President, The Novelty Advertising Co., Coshocton, O.

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'Yule Foolery' Okay Here; O'Meara on Research, Too

To the Editor: You've probably had plenty of comments on your Page 99, issue of Dec. 5. Here's mine.

"Yule Foolery" is debated, but whoever wrote it is so right—recommend you reprint it each year till the idea takes hold.

I also like what your editorial of Dec. 12 says.

But Walter O'Meara strikes a *really* responsive chord with me and many others. The really truly "other kind" of researcher is the all-too-often successful "salesman" who makes his sale with this kind of a "clincher"... "and so, gentlemen, if you are spending $10,000,000 in advertising and if my methods of pre-testing copy bring you 10% more readers for your advertisements, I will have actually 'saved' you a million dollars or, to put it another way, procured another million dollars' worth of advertising impact; so it must be obvious that my fee of only $100,000 is absurdly reasonable." I've actually listened to that argument, believe it or not.

Yours for the completely pure approach.

VERNON D. BEATTY,
Chicago.

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Says Porter Muffed Chance to Boost Publishers' Ethics

To the Editor: Concerning Philip C. Wallach's lamentations about the "weakening ethics" in business paper space salesmen which appeared on Page 1 of your issue of Nov. 28, I would like to say in defense of reputable space salesmen who work for ethical publishers, that it is companies like H. K. Porter Co., and men like Mr. Wallach who could strengthen the ethics of publishers, but when the challenge is put before them they are too weak to accept it. Mr. Wallach's company had the opportunity to expose bad ethics in a publisher, but because they were too selfish, and as Mr. Wallach himself says, too "unethical" to stand up and fight, they encouraged that blackmailing publisher to try the same tactics again. The first person to bribe a policeman for a minor traffic violation can start a trend which may result in the officer taking bribes from criminals. Any company that finds it expedient to be blackmailed into advertising in a publication is making it that much easier for unethical publishers to get ahead.

Mr. Wallach also finds fault with a space salesman doubling in the editorial field. If this is wrong, then perhaps it is just as wrong for a director of advertising to double as director of public relations. They are not one and the same field. A good space salesman gets good editorial leads and uses them wisely. It is up to Mr. Wallach and his associates to select the best salesmen and not the worst, as they seem to have done in at least one instance.

I suggest that Mr. Wallach try to clean up his own house before he tries to clean up the publishing business. Choosing some of Mr. Wallach's own words, I say that "a terrible hypocrisy exists in" that company (H. K. Porter) which can criticize unethical procedures in others and yet condone it amongst themselves.

WARREN E. DRURY,
Resident Manager, *America's Textile Reporter*, Chicago.

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Ogilvy Considered Errant in Decrying Hopkins Tenets

To the Editor: In David Ogilvy's excellent speech printed in ADVERTISING AGE Nov. 14, I think he unintentionally does violence to sound ideas of advertising which many ad practitioners need to cherish.

He opens by saying, "Every advertisement must be considered as a contribution to the complex symbol which is the brand image—as part of the long term investment in the reputation of the brand." Excellent.

He then criticizes the "Chicago philosophy as practised by Claude Hopkins" (which Ogilvy once embraced). He says the philosophy of the agencies (and, presumably, men) which started out in mail order was short-ranged. They "knew how to sell—once. That's all they cared about. But they made a profound mistake in applying the principles of one-time mail order advertising to the creation of campaigns which can be successful only if they sell not once, but time after time, year after year. After all, most mail order advertising is hit-and-run. In and out. Caveat emptor, and devil-take-the-hindmost."

The Claude Hopkins school didn't sell on a "once only" basis. Hopkins became great through a long series of successes, notably, Bissell carpet sweepers, Swift & Co., Schlitz beer, Liquizone, Van Camp's products, Goodyear tires, Pepsodent, Palmolive, Quaker Puffed Rice and Wheat, and Quaker Oats.

Talk about long-range philosophy, building brand images, and brands! Who has done better than Hopkins?

Hopkins was concerned with precisely what Ogilvy starts off with, but at the same time, he wanted results from the first ad, and every ad. Is that bad?

Hopkins personally made a million dollars from Pepsodent. Hardly with a one-shot philosophy.

Hopkins and Kennedy and their kind were *not* one-shot artists. They were magnificently successful salesmen in print—through service, made successful by good copy. Is Sears mail order philosophy "one shot"? Very few mail order businesses can afford so expensive an idea.

Ogilvy praises Gordon Seagrove's Listerine "brand image," built up over a very long period. Hopkins' theories have rarely been better followed than by Seagrove.

I think Mr. Ogilvy's misstep comes (a) in naming Hopkins and the Chicago philosophy, and (b) in saying "*most* mail order" in connection with *bad* mail advertising. Perhaps he meant to refer to *corruptions* of the Hopkins and Sears type of mail order selling, corruptions used by advertisers without integrity and with no concern for brand-building.

But if he means that good "Hop-

MIDWEST
MIDWEST UNIT FARM PAPERS 47.9%
FARM MAG. A 14.8%
FARM MAG. B 7.7%
FARM MAG. C 7.4%
FARM MAG. D 2.3%
DRUG DEALERS' Choice
Preferences based on 551 dealer reports to wholesalers.

DEALERS'
MIDWEST UNIT FARM PAPERS 56.8%
FARM MAG. A 11.9%
FARM MAG. B 6.0%
FARM MAG. C 6.3%
FARM MAG. D 2.1%
GROCERY DEALERS' Choice
Preferences based on 480 dealer reports to wholesalers.

FIRST CHOICE
MIDWEST UNIT FARM PAPERS 54.6%
FARM MAG. A 8.7%
FARM MAG. B 7.3%
FARM MAG. C 7.3%
FARM MAG. D 0.6%
APPLIANCE DEALERS' Choice
Preferences based on 476 dealer reports to wholesalers.

IN MEDIA
MIDWEST UNIT FARM PAPERS 70.8%
FARM MAG. A 8.2%
FARM MAG. B 3.4%
FARM MAG. C 6.8%
FARM MAG. D 1.2%
IMPLEMENT DEALERS' Choice
Preferences based on 1,457 dealer reports to wholesalers.

OF COURSE...
MIDWEST UNIT FARM PAPERS 64.7%
FARM MAG. A 7.9%
FARM MAG. B 5.2%
FARM MAG. C 6.2%
FARM MAG. D 1.5%
HARDWARE DEALERS' Choice
Preferences based on 1,216 dealer reports to wholesalers.

Reports on these and other dealer preference surveys available now on request.

MIDWEST Farm Paper UNIT
WALLACES' FARMER & IOWA HOMESTEAD
THE FARMER • PRAIRIE FARMER
NEBRASKA FARMER
WISCONSIN AGRICULTURIST & FARMER

SALES OFFICES AT: 59 East Madison Street, Chicago 3; 250 Park Avenue, New York 17; 110 Sutter Street, San Francisco 4; 672 S. Lafayette Park Place, Los Angeles 57

illustrates the indispensable hand craftsmanship of the Finisher ... whose skill in following copy often means the difference between ordinary and exceptional photoengraving reproduction.

COLLINS, MILLER & HUTCHINGS, INC.

America's Finest Photoengraving Plant for Letterpress and Gravure

333 WEST LAKE STREET, AT WACKER DRIVE • CHICAGO 6

• *Correction!* Something Omitted on a Printed Job?
OVERPRINTING AND IMPRINTING
—even on Folded or Bound Jobs
Sersen's IMPRINTING, Inc. CHesapeake 3-2050 17 N. Loomis St. CHICAGO 7

kins philosophy copy" and an effort for "now results" are not good, he misleads admen and women.

It will probably always be true that, with possible rare exceptions, an ad that sells some people through selling abbreviation and imagery, will sell *more people* if that imagery is supplemented and supported with good copy that tries to get action—now.

For instance, no one knows that an ad that doesn't even *mention* Jell-O's flavors, sells more than an ad with the flavors mentioned. (Hopkins' building of "product image" would, I think, have included them.)

It is infinitely easier to omit copy than to *use* good copy. I am not suggesting that copy be substituted for a bright and excellent idea. I am saying that whatever the good idea is, with rare exceptions it will sell more to more people *if good copy is added to it,* skilfully written to sell AS MUCH AS POSSIBLE AS FAR AS POSSIBLE.

If "profound mistakes" were made by agencies in applying mail order principles, they were not Hopkins' principles. As a matter of fact, if you took all the Hopkins "philosophy" out of David Ogilvy's successful advertising of the past few years, I believe Ogilvy would be just another adman, instead of the exceptional adman he is.

CLYDE BEDELL,
Clyde Bedell Inc., Park Ridge, Ill.

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Says Sticking at Same Job Makes No Adman a Dodo

To the Editor: Not long ago, AA ran a story about the current trend resulting in the "defoliation of the Ivy League." Shortly thereafter, AA once again took up the gonfalon for sanity by running a story in which Leo Burnett pulled the rug out from under the "youth at all costs" gang.

I can only lean back and applaud both you and the sterling contributors of these happy, happy thoughts. It's about time somebody did something to erase the general impression that Madison Ave. is composed of Old School Ties heavily interlarded with guys whose sole ability in advertising is to be able to run the hundred yard dash without dropping dead from senility. It's also about time that the realization was bruited abroad that the hiring of talent shouldn't be confined to the purchase of a birth certificate, but to the buying of "can he do the job?"

One more job remains to be done.

There also is the general impression that anyone remaining in one job longer than it takes for a new beard to grow, is a dodo. I can only assume from this that those fostering this choice hunk of nonsense are under the delusion that tenure is synonymous with stick-in-the-mudedness. It appears to go hand-in-hand that the "dynamic young man on the way up" must divide his time between doing what he's paid to do and flitting in and out of swinging doors and on and off new payrolls. In fact, one of the first things a Madison Ave. reader of trade publications does is turn to the "Where the Hell Is He Now?" column, with all the avidity of a stockbroker culling the hottest tape.

It can be licked.

How about a column (in bold face) about guys who've stuck with the same outfit—and prospered?

Even if it doesn't dispel the bilge that change is good, it'll at least have the virtue of being different. Mayhap—egad—even dissipate the notion that the men in gray flannel speak with a flannel mouth.

I'm just a lone voice crying in the gloom, but should only one "Chloe" answer, I might feel I've made a contribution to a much maligned calling.

SID MESIBOV,
Television Bureau of Advertising, New York.

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Readership of Long Copy Proved by Beacon

To the Editor: In connection with James D. Woolf's question about whether people still read printed advertising, you might like to see a page we took recently in the *Saturday Review*—all reading. And I can assure you it was read—we began hearing the pros and cons immediately, and we also began hearing from dealers whom we had never heard from before.

The story behind America's "silent bestseller" . . .

PEOPLE'S PADRE

EDWARD DARLING,
Sales Manager, Beacon Press Inc., Boston.

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Point of Purchase Helps Remind Salesmen

To the Editor: I certainly enjoyed reading James D. Woolf's article of several issues ago (AA, Sept. 12), regarding the importance of point of purchase. I also apologize for being so tardy in saying this and also in passing on a thought that I feel should be added as an addendum to his statements.

It is simply this: not only is "P.O.P." of inestimable value in consummating a final sale by alerting and helping to capture a consumer's interests, but it is also, and I cannot state this too strongly, one of the only methods I know of, besides monetary incentives, of KEEPING THE PRODUCT IN THE SALESPERSON'S MIND. With the exception of self-service, it is the salesperson who is the link between factory and consumer . . . especially in cases where merchandise is not put on display. However, in any case, keeping the salesperson aware of merchandise and brand name, whether on sale or not, is one of the most vital functions any point of sale piece can perform.

Even though the thought should be obvious, it is sometimes overlooked when explaining to a client just why he should lay out money for this type of merchandising. *Brand awareness is just as important with salespeople as it is with consumers.*

Have read Mr. Woolf for many years. . . Thanks for helping bring a much needed measure of professionalism to advertising.

PHILLIP KATZEV,
Batten, Barton, Durstine & Osborn, Hollywood, Cal.

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Defines Hi-Fi as 'Approach' to Actual Performance

To the Editor: In reference to Mr. Breck's letter in AA Dec. 5 ("Asks Time Out to Define High Fidelity"), he has raised a problem which has been plaguing the industry for many years. After a great deal of discussion, both technical and ethical, the conclusion seems to be that there is no *one* definition, simply because high fidelity is too subjective and personal to be pinned down by limitations of decibels and cycles. Differences in hearing ability and training of listeners result in a situation that can only be defined as the "broad area of high fidelity reception."

I think it would be more correct to say that high fidelity is an ideal, an *approach* to the realism that one both senses *and* hears at an actual concert hall performance . . . and since most performances are held in halls of unusual size and acoustical design, it is obviously impossible to duplicate these conditions within the limited confines of the home.

However, the progress made in the high fidelity field in the past ten years has brought tremendous pleasure to all music lovers, and whether the ideal is attained or not, the consumer is benefiting from the attempt. In the long run, it will mean a wider and wider distribution of our musical and spoken heritage.

STANLEY MARX,
Schneider-Stogel Co., Advertising, New York.

• • •

Texas Papers Continue 'Family Weekly' Distribution

To the Editor: In an item on Page 18 of your Dec. 19 issue, ADVERTISING AGE reports incorrectly that the *Austin Sunday American Statesman,* the *Waco Sunday Tribune-Herald* and the *Port Arthur Sunday News,* all of Texas, will not carry *Family Weekly* after Sunday, Dec. 25.

These three newspapers comprise the Fentress Newspapers which has confirmed to us that all three newspapers will continue to distribute *Family Weekly* as the supplement of their Sunday editions. In order to remove the confusion which your announcement may have created among national advertisers, we trust that you will find space to publish a correction in an early issue of ADVERTISING AGE.

LEONARD S. DAVIDOW,
Publisher, *Family Weekly,* Chicago.

The information that these papers were dropping Family Weekly came to AA in a release from Burke, Kuipers & Mahoney, which represents them. BK&M told AA Dec. 19 that the decision to drop Family Weekly had been rescinded after the release was sent out, but this information was not relayed to AA in time to kill the original news item.

• • •

Mailer Denies 'Honesty' of His Book Ad

To the Editor: I found your reproduction of my ad in *The Village Voice* amusing, but I'm afraid I must carp just a bit on your comment (AA, Dec. 5). I do not belong to the get-the-name-right school of advertising and public relations philosophers, and I took out the ad in *The Voice* for what I consider the most practical reasons: at the cost of $150 for a screaming half-page ad, I expect I encouraged much more than $150 worth of conversation—at least in Greenwich Village—and as someone once said, everybody in the world has at least one friend in Greenwich Village. Also, it is not the most honest ad of the year—it is probably the most dishonest—at least in its slander upon a finé novel. If anyone but the author had written it, I would have sued him.

NORMAN MAILER,
New York.

SURE STRIKE!

Manufacturers of fishing tackle and related lines can't miss getting bigger strikes from advertising in FTTN — the one specialized book with top coverage of 11,047 top tackle dealers and jobbers.

FISHING TACKLE TRADE NEWS WILMETTE ILLINOIS

SKILLED HANDS guide your commercial on WBEN-TV

■ **Television commercials represent creative energy expended during countless man-hours of hard work.**

To let the slightest element in their presentation go wrong is a waste of talent, time and advertising dollars.

That is why WBEN-TV "guides your commercials" from copy checking to control-room shading . . . from film room to studio floor.

And no television station in Western New York is better equipped for this important job. Pioneer since 1948, WBEN-TV has developed skills and techniques to the point of perfection that counts most when "you're on the air."

You buy "QUALITY" when you buy WBEN-TV — and it costs you no more. In considering your next TV move in the Buffalo market, consider — first — WBEN-TV.

WBEN-TV DELIVERS

Western New York is the second richest market in America's richest State. And — WBEN-TV delivers this market as does no other television station.

Your TV dollars count for more on CHANNEL 4.

WBEN TV

CBS NETWORK BUFFALO, N. Y.

WBEN-TV Representative } **Harrington, Righter and Parsons, Inc., New York, Chicago, San Francisco**

THE First WAY IS THE Best WAY . . .

TO SELL THE $471,527,000* QUAD-CITY MARKET
Davenport, Iowa — Rock Island, Moline and East Moline, Ill.

DAVENPORT NEWSPAPERS

FIRST **in advertising lineage in the Quad-Cities!** ***FIRST*** **in Quad-City circulation!** ***FIRST*** **in advertising lineage**

IN ALL IOWA

Morning Democrat **Evening Daily Times** **Sunday Democrat & Times**

Headquarters: Davenport, Iowa **Represented Nationally by JANN & KELLEY, INC.**

*Copr. 1955 Sales Mgmt. Survey of Buying Power

ARF's Broadcast Ratings Report Has Had Little Impact, Pollsters Find

(*Continued from Page* 1)

erating pretty much as he did before the standards were set up for him to aim at. C. E. Hooper Inc. and Trendex still prefer the telephone coincidental; Videodex and ARB base their ratings on diary-furnished information. Pulse utilizes the personal roster-recall technique.

Nielsen uses the recorder (Audimeter) to keep tab on network radio and tv; the combined recorder-diary method is used for local ratings. This combination technique was not covered in the original report; the committee is at work on a supplement evaluating this method.

■ A draft of the supplement was sent to researchers for comment last June. At that time Pulse charged the ARF with "espousing the Nielsen Co...." and "restraint of trade and monopoly." ARF reports that the supplement will not be ready for release for at least two months.

Here is a company by company summation of what has happened to the people most concerned—the rating services—since the release of the ARF report:

American Research Bureau

James Seiler, head of American Research Bureau, believes the ARF report "did not have too much effect," but he adds that it did make a contribution by "calling the industry's attention to the real problem in this business."

Mr. Seiler criticized those who feel the problem is a simple one that can be solved by merely appointing a committee of experts to make recommendations. He said the ARF report itself demonstrated that the problem is "very complex and cannot be solved by men sitting around a hotel room and theorizing."

The ARB director said the ARF report, even though it was prepared by top men, failed to show any way out of the ratings muddle. Its "chief benefit," he insisted, was to show how difficult the problem really is.

■ As for ARB's business, Mr. Seiler said it has not been affected by the ARF report. He said the company did not lose or gain customers as a result of the committee's recommendations.

He reported that during the past year ARB has improved its service by increasing its sample sizes in a number of cities. This was one of the recommendations of ARF, but Mr. Seiler said, "We would have done this anyway." He explained that over the past five years ARB has been constantly enlarging its sample sizes.

ARB business today, Mr. Seiler said, is "better than it ever was."

As for future steps to clarify the problem, Mr. Seiler believes the best approach is through controlled field tests pitting one research method against another—rather than any more theorizing.

He said ARB had recently conducted such a field test, pitting its own diary method against the telephone coincidental. Mr. Seiler said $15,000 was spent on the test, which covered 33,000 interviews. The results were submitted to ARF for evaluation last summer but no report has yet been issued on it.

C. E. Hooper Inc.

James Knipe, president of C. E. Hooper Inc., said that in his opinion "nothing whatsoever was accomplished by the release of the ARF report." Hooper has not changed its methodology.

In reply to a query on how his company's business is now compared with a year ago, Mr. Knipe said that while it is now concentrated entirely in radio, the company has had an increase of 150% in business this year over 1954.

The pickup, he said, dates from the ARB deal last spring, and it has "exceeded our most optimistic expectations." This agreement, sealed by a token stock exchange, called for ARB to operate in tv and Hooper to concentrate on radio.

Commenting on what he thought should be done to clear up so-called rating confusion, Mr. Knipe suggested that "less thinking in hotel rooms" would help, and that more money will have to be spent for sound investigation and research. "We could do with a lot less guess-work," he said, "and would benefit by more thorough analyses from empirical evidence."

A. C. Nielsen Co.

A. C. Nielsen Co. has not altered its rating methods as a direct result of the report, although it has had an influence, a company spokesman said. For example, only last week Nielsen announced it was now giving equal prominence to total audience and average audience ratings—the ARF report having favored the average audience as the best means of comparison for programs of different lengths.

If the company lost or gained any customers as a result of the report, Nielsen isn't cognizant of it, nor does the company feel its business was affected in other ways by the study.

This year's volume of business will be greater than last year's, the company reports, pointing out that 1955 also marked Nielsen's large-scale expansion into the local measurement field.

The Nielsen representative believes that a great deal of light has been thrown into dark corners by the report. He sees it as having "brought into focus an exhaustive kind of evaluation of the very complex problems of audience measurement" and having pointed up the fact that "broadcast audience research goes beyond the top tens."

The Pulse Inc.

Dr. Sydney Roslow, director of Pulse, is one of those who think nothing was accomplished by the ARF standards-setting effort. This has been a "phenomenal year" for his company, with business 'way up. But as usual there have been some subscribers dropping out; he doesn't know whether anybody cancelled because of the ARF study or not.

One improvement suggested by the committee has been put into effect by this company—its interviewers now make three visits to a home during an evening's work in an effort to find somebody in to answer questions. The two re-visits have cut the not-at-home percentage to an insignificant figure, the researcher said.

Dr. Roslow said he had yet to be commended by the committee for having made this "expensive" change in his procedure.

This pollster thinks the confusion in the broadcast rating industry—which is "mainly in the minds of lazy people who don't stop and think"—will be cleared up by the economics of the situation.

EDWARD H. BICK *has been named merchandising manager of Willys Motors Inc., Toledo. He has been in charge of Willys dealer development for the past two years.*

Trendex

Trendex's business for its first fiscal quarter starting September, 1955, is running 60% ahead of the comparable period in 1954. This was Bob Rogers' answer when asked if the ARF had lost Trendex any customers.

"We weren't involved in that study anyway," the Trendex exec. v.p. asserted. "The committee suggested standards for local measurers or nationally projectable measurers. It did not discuss standards for measuring comparative popularity, which is what we do with our 15-city sample."

Mr. Rogers sees no "tangible results" of the standards on the industry. "There has been nothing in published form. All the companies are maintaining their original techniques," he said.

He thinks the rating confusion in the mind of the layman would be helped if each company would explain as simply as possible what it is measuring and how the measurement is arrived at. Trendex recently put out a brochure to do just that for its ratings.

Videodex

Videodex says it has gained a few clients in the last year but says this is not necessarily due to the ARF report, which has not been merchandised. The company did not alter its methods at all as a result of the report, pointing out that the diary technique it employs got relatively good standing in the study.

Videodex says its business has expanded and diversified "appreciably" faster this past year, compared with previous years.

Discussing accomplishments of the report, Alan Jay, manager of Videodex, said it has been the "best effort to date," but actually measuring "accomplishment" was a difficult thing to do.

■ To clear up the confusion in ratings, Mr. Jay thinks there should be more experimental research by the ARF or trade associations such as the NARTB, perhaps using models of current ratings techniques.

He feels the ARF might do somewhat more along experimental lines before releasing reports and, once released, Mr. Jay believes there ought to be some sort of "police force" to set standards of interpretation of these reports. This would eliminate the situation prevalent over the last study where several conflicting interpretations were given to the same study.

National Nielsen Ratings of Top TV Shows

Two Weeks Ending Nov. 26, 1955

All figures copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	$64,000 Question (Revlon, CBS)	16,138
2	I Love Lucy (General Foods, Procter & Gamble, CBS)	15,165
3	Disneyland (American Motors, American Dairy, Derby Foods, ABC)	14,963
4	Jack Benny Show (Lucky Strike, CBS)	14,192
5	Ed Sullivan Show (Lincoln-Mercury Dealers, CBS)	13,856
6	Ford Star Jubilee (CBS)	13,621
7	Chevy Show—Bob Hope (Chevrolet, NBC)	13,588
8	NCAA Football Game, Saturday (Several sponsors, NBC)	13,252
9	GE Theater (General Electric, CBS)	12,950
10	Perry Como Show (Several sponsors, NBC)	12,346

PROGRAM POPULARITY†

Rank	Program	Homes (%)
1	$64,000 Question (Revlon, CBS)	50.4
2	I Love Lucy (General Foods, Procter & Gamble, CBS)	47.1
3	Disneyland (American Motors, American Dairy, Derby Foods, ABC)	46.4
4	Jack Benny Show (Lucky Strike, CBS)	45.0
5	Ed Sullivan Show (Lincoln-Mercury Dealers, CBS)	43.5
6	Ford Star Jubilee (CBS)	43.2
7	Chevy Show—Bob Hope (Chevrolet, NBC)	41.8
8	NCAA Football Game, Saturday (Several sponsors, NBC)	40.9
9	GE Theater (General Electric, CBS)	40.7
10	Perry Como Show (Several sponsors, NBC)	39.0

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	$64,000 Question (Revlon, CBS)	14,963
2	I Love Lucy (General Foods, Procter & Gamble, CBS)	14,292
3	Jack Benny Show (Lucky Strike, CBS)	12,883
4	Disneyland (American Motors, American Dairy, Derby Foods, ABC)	12,414
5	GE Theater (General Electric, CBS)	11,810
6	You Bet Your Life (DeSoto-Plymouth, NBC)	11,306
7	December Bride (General Foods, CBS)	11,072
8	Ed Sullivan Show (Lincoln-Mercury Dealers, CBS)	11,038
9	I've Got A Secret (Winston cigarets, CBS)	10,971
10	Dragnet (Chesterfield, NBC)	10,770

PROGRAM POPULARITY†

Rank	Program	Homes (%)
1	$64,000 Question (Revlon, CBS)	46.7
2	I Love Lucy (General Foods, Procter & Gamble, CBS)	44.4
3	Jack Benny Show (Lucky Strike, CBS)	40.9
4	Disneyland (American Motors, American Dairy, Derby Foods, ABC)	38.5
5	GE Theater (General Electric, CBS)	37.1
6	Ed Sullivan Show (Lincoln-Mercury Dealers, CBS)	34.7
7	I've Got A Secret (Winston cigarets, CBS)	34.7
8	You Bet Your Life (DeSoto-Plymouth, NBC)	34.6
9	December Bride (General Foods, CBS)	34.5
10	Private Secretary (Lucky Strike, CBS)	33.1

*Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

†Percented ratings are based on tv homes within reach of station facilities used by each program.

Videodex Top Ten Spot TV Shows*

Nov. 1-7, 1955

Copyright by Videodex Inc.

Rank	Program	No. of Cities in which program appears and Distributor	Homes (000)†	% of Homes‡
1	I Led Three Lives	(125 Cities, Ziv Television)	6,143	19.2
2	Liberace	(93 Cities, Guild Films Co.)	3,839	18.4
3	Man Behind the Badge	(63 Cities, MCA-TV)	2,323	17.6
4	Highway Patrol	(129 Cities, Ziv Television)	5,135	17.4
5	Badge 714	(128 Cities, NBC Film Division)	4,937	17.1
6	Mayor of the Town	(60 Cities, MCA-TV)	1,988	17.0
7	Dr. Hudson's Secret Journal	(76 Cities, MCA-TV)	2,509	16.9
8	Annie Oakley	(113 Cities, CBS Television Film Sales)	4,622	16.6
9	The Pendulum	(44 Cities)	1,198	16.1
10	Confidential File	(52 Cities, Guild Films)	3,151	15.7
	Mr. District Attorney	(93 Cities, Ziv Television)	3,359	15.7

*Programs appearing in a minimum of 20 markets.

†Number of homes tuned to the program.

‡Average ratio of the number of homes viewing the program to the number of tv homes in area carrying the program, compositely weighted.

Scheideler, Beck & Werner Becomes Scheideler & Beck

Scheideler, Beck & Werner, which opened its doors Sept. 10, 1952, will become Scheideler & Beck Inc. on Jan. 1. The agency was formed by more than 80 people who moved out of Duane Jones Co., a situation subsequently covered in a law suit brought by Mr. Jones.

The move to a two-man name was prompted by the recent resignation of Paul Werner, exec. v.p.

WBBF Names Venard, Rintoul

Venard, Rintoul & McConnell has been named to represent WBBF, Rochester, N. Y. Donald Cook Inc. formerly handled the 1,000-watt radio station.

DOUBLE DOSE OF DOUGH—*This bread truck combines a pitch for Holsum bread with a side display for the New Frontier Hotel, Las Vegas, and the current Frontier attraction—in this case Ann Sothern. Two of these Fruehauf trailers shuttle between the baker at Phoenix and Las Vegas on a daily schedule.*

d-Con Sets Biggest Push for Eradicators of Pests, Stoppages

CHICAGO, Dec. 20—The d-Con Co. will conduct its largest and most expensive drive on rats, mice and clogged disposal units through advertising in 1956.

The company has budgeted $1,830,643 for advertising to promote d-Con's rat and mouse killers and d-Con Rid-X. The campaign will start Jan. 30 and will last for 44 weeks. This is the company's largest ad budget, 48% above this year's budget.

Media include spots on 342 radio stations and several tv stations, *Good Housekeeping*, 27 farm publications, 27 daily and 13 weekly newspapers (in addition to more than 600 newspapers to be used in the co-op program), and 18 business publications. Point of sale material in the form of 50,000 metal counter displays also will be used.

The campaign will be handled by Leeds & York, Chicago. Other ad drives will be used for Fli-Con, M-O-Lene, Roach-Prufe, Ant-Prufe, Moth Prufe and Cedar Kit.

D'Arcy, Chicago, to Move

Effective next May 1, the Chicago office of D'Arcy Advertising will move from its present quarters at 8 S. Michigan to the Prudential Bldg., Michigan and Randolph. The agency has leased half of the 25th floor on a long-term basis. Need for more space was the reason given for the move. A year and a half after it was founded to serve the Standard Oil (Indiana) account, D'Arcy, Chicago, has grown to a staff of 52.

Schroeter Succeeds Oliva as Ad Director of National Biscuit

NEW YORK, Dec. 21—Harry F. Schroeter, director of media and executive assistant to George Oliva, advertising director of National Biscuit Co. for the past several years, has been elevated to advertising director of the company, effective Dec. 31.

Mr. Schroeter succeeds Mr. Oliva, who retires on that date after 50 years with the company.

Mr. Oliva, who was named the company's first advertising director in 1949, joined Nabisco as an office boy in 1905. He was later assigned to the advertising department. After service in World War I, he was named advertising manager.

Abernethy to New V.P. Post

Roy Abernethy, v.p. in charge of Nash Motors division sales for American Motors Corp. since October, 1954, has been appointed to the new post of v.p. in charge of automotive distribution and marketing of American Motors. Mr. Abernethy, with headquarters in Detroit, will coordinate the sales programs for all AMC cars. The job was formerly handled by AMC President George Romney. John W. Raisbeck, with Nash since November, 1954, has been named to Mr. Abernethy's former post.

'Puck' Promotes Grimason

Donald D. Grimason, a member of the advertising sales staff of *Puck—The Comic Weekly*, for the last five years, has been named western advertising manager. He succeeds Joseph Barnett, who retires Jan. 1, 1956.

ARB Network TV Ratings

Week of Dec. 1-7

All figures copyright by American Research Bureau

PROGRAM POPULARITY

Rank	Program	Rating*
1	$64,000 Question (Revlon, CBS)	61.4
2	Ed Sullivan Show (Lincoln-Mercury Dealers, CBS)	50.7
3	I Love Lucy (Procter & Gamble, General Foods, CBS)	46.6
4	You Bet Your Life (DeSoto-Plymouth, NBC)	42.1
5	Disneyland (American Motors, American Dairy, Derby Foods, ABC)	41.8
6	Jack Benny (Lucky Strike, CBS)	41.3
7	George Gobel (Armour, Pet Milk, NBC)	37.0
8	I've Got a Secret (R. J. Reynolds, CBS)	36.0
9	Perry Como (Several sponsors, NBC)	34.2
10	Godfrey's Talent Scouts (Lipton, Toni, CBS)	34.1

TOTAL VIEWERS REACHED

Rank	Program	(000)**
1	Ed Sullivan Show (Lincoln-Mercury Dealers, CBS)	49,200
2	$64,000 Question (Revlon, CBS)	43,750
3	Jack Benny (Lucky Strike, CBS)	39,370
4	Disneyland (American Motors, American Dairy, Derby Foods, ABC)	38,000
5	I Love Lucy (Procter & Gamble, General Foods, CBS)	37,940
6	You Bet Your Life (DeSoto-Plymouth, NBC)	32,260
7	Perry Como (Several sponsors, NBC)	31,840
8	The Honeymooners (Buick Motors, CBS)	30,220
9	George Gobel (Armour, Pet Milk, NBC)	29,660
10	I've Got a Secret (R. J. Reynolds, CBS)	27,810

*Percentage of homes reached in markets where show appeared.

**Total number of persons viewing program.

Last Minute News Flashes

Muriel Johnstone Opens Own Agency Jan. 1

NEW YORK, Dec. 23—Muriel Johnstone, a v.p. and director of Morey, Humm & Johnstone for the past eight years, will open her own agency, Johnstone Inc., Jan. 1. Mrs. Johnstone, who headed her own unit of Morey, Humm, will retain the same offices and staff. Initial billings of the new agency, which will concentrate in the women's consumer goods field, will run more than $1,000,000. Rosamond Gilmartin, also a former v.p. of Morey, Humm, will be the new agency's exec v.p. and director of account service.

Curtis Reports 9.1% Revenue Gain for '55

PHILADELPHIA, Dec. 23—The Curtis Publishing Co.'s three publications, *The Saturday Evening Post, Ladies' Home Journal*, and *Holiday*, closed the calendar year with gains in ad linage and revenue. Total gross ad revenue for the three magazines was $113,142,595, a gain of $9,431,963 (9.1%) over '54. This revenue increase included a gain of $5,737,713 for the *Post*, $3,072,238 for the *Journal* and $622,011 for *Holiday*.

Petersen Heads Bates' Hollywood Office

NEW YORK, Dec. 23—R. Austin Petersen, a partner in Ted Bates & Co. before the agency became a corporation last spring, has been named v.p. and director of the agency's Hollywood office, replacing Mann Holiner, who resigned. Mr. Petersen has served as a consultant to Bates since April, when he left for an extended vacation. Bates also appointed two assistant v.p.s—Harry Saz, business manager of the radio-tv department, and Thomas F. McAndrews Jr., director of commercial film production.

'Newsweek' Advances Thompson, Dembner

NEW YORK, Dec. 23—Harry Thompson, who joined *Newsweek* as promotion manager in 1951, has been named advertising promotion director. S. Arthur Dembner, formerly circulation promotion manager, has been named circulation promotion director. The changes follow the switch of Arthur Stein, formerly sales development director, to *Coronet*, where he will be publisher.

White Is New McCann (International) President

NEW YORK, Dec. 23—Frank F. White, who became board chairman of McCann-Erickson Corp. (International) two years ago, has been appointed president of the division, replacing George H. Giese, who has been transferred to the parent agency as a senior v.p. Mr. White also will continue as chairman. Arthur L. Grimes, v.p. of the international division, has been named to the newly created post of general manager.

Lange Will Head Kling Film Studios

CHICAGO, Dec. 23—Harry Lange, for 23 years with Sarra Inc. and currently manager of the Sarra Chicago Studios, will join Kling Film Studios, Chicago, as exec. v.p. shortly after the first of the year. He succeeds Fred Niles, who recently resigned to organize his own business.

Cohen Advertising Appoints Pharma-Craft's Meyers

NEW YORK, Dec. 23—Robert T. Meyers, formerly merchandising manager of Pharma-Craft Corp., Batavia, Ill., has been appointed director of merchandising of the Harry B. Cohen Advertising Co., New York.

Doyle Dane Bernbach, McCann Get Schenley Brands

NEW YORK, Dec. 23—Schenley Distillers Co. today moved two whisky brands to Doyle Dane Bernbach Inc. and McCann-Erickson. Both were handled by Grey Advertising Agency before it got the Calvert account. Old Stagg goes to DDB, which already had Ancient Age and James E. Pepper; McCann got Cascade. It already had these Schenley brands: Old Charter, Echo Spring, Golden Wedding, Belmont and VSR Three Feathers. Grey also had Wilken Family, which hasn't been assigned and reportedly is inactive.

Wardell Moves from Nickel to Sandoz Chemical

NEW YORK, Dec. 23—Dwight L. Wardell, formerly in charge of advertising of high nickel alloys in specialized fields for International Nickel Co., has been appointed advertising manager of Sandoz Chemical Works, producer of dyestuffs for the textile, paper, leather and aluminum industries. Anderson & Cairns is the agency.

NBC Film Seeks Agency; Other Late News

• NBC Film division is looking for a new agency. It has narrowed the field to three candidates but is delaying final selection pending decision on a possible merger of the network's syndication department and RCA Recorded Program Services. Grey Advertising is NBC Film's present agency, and it will continue to handle the remainder of the NBC account.

• The Magazine Advertising Bureau figures that the end of 1955 will show the 100 general and farm books included in PIB measurements with a combined total revenue of $650,000,000. This figure, MAB says, is not a projection. The 1955 total for the magazines compares with $604,100,000 in 1954 and $603,100,000 in 1953.

• Nelson C. Hazeltine has been appointed advertising manager for White Stag Mfg. Co., Portland, Ore. Mr. Hazeltine, who succeeds Jack M. Nichols, formerly was advertising and sales promotion manager of Lipman Wolfe & Co. and director of information for Bonneville Power Administration. Mr. Nichols will become advertising and sales promotion manager of Day's Tailor-d Clothing, Tacoma, Wash., effective Jan. 1.

• Rudolph R. Kopfmann, formerly New England advertising sales manager for Simmons-Boardman Publishing Co., New York, will join Moore Publishing Co. Jan. 1 as advertising manager of *Gas Age, Gas Appliance Merchandising* and *Industrial Gas*.

• Burshere Sales Corp., New York, has appointed Blaine-Thompson Co. to handle advertising, sales promotion and merchandising for Ferguson's Formula 71, a weight-reducing aid in chewing gum form; Kreem-O-Life hair conditioner and shampoo; and Arty-Nail nail building kits. The advertiser had no previous agency of record.

FTC Rejects TV Set Makers' Objection to 2 Rules in New Code

WASHINGTON, Dec. 22—The Federal Trade Commission today rejected efforts of the Radio-Electronics - Television-Manufacturers Assn. to set aside two rules which the commission included in the new trade practice code recently promulgated for set manufacturers.

The industry objected to a rule outlining the method of measuring size of picture tube. It contended that systems currently used by the industry are not deceptive, and are understood by industry members.

The industry also objected to a rule requiring it to print "used" on the glass envelopes of picture tubes which involve a re-used envelope. The industry said tubes are the same, whether they use new or used glass envelopes, so long as all the functioning parts are new.

• In announcing that the rules are to become effective Dec. 28, on schedule, FTC said it believes the rules "accurately interpret" the legal requirements of the act.

Industry members claimed the public cannot gain as a result of the additional disclosure on picture tubes, and may even lose, since the price of tubes will go up if the industry is unable to find a market for tubes using used envelopes.

'Farm Journal's' Patterson Is Feted by Publishers' Group

PHILADELPHIA, Dec. 23—Graham Patterson, publisher of *Farm Journal*, was given a double tribute at a luncheon today.

He was given a leather bound citation by the directors of the Magazine Publishers Assn. for "untiring efforts for the betterment of the magazine publishing industry," marking his retirement from the group's board last May.

And he was also given a rousing birthday party by the 30 members of the board supported vociferously by executives of Farm Journal Inc. The latter were led by Richard Babcock, president of Farm Journal Inc., who replaced Mr. Patterson on the board of the MPA.

• Mr. Patterson's 74th birthday actually will be marked on Christmas Day, but the association's board took the opportunity of the citation presentation to wish him a happy birthday.

Walter D. Fuller, chairman of the board of Curtis Publishing Co. and chairman of the Magazine Publishers Assn., made the presentation in behalf of the board members, all of whom signed their names to the citation. Arch Crawford, president of the association, also came down from New York to pay tribute to Mr. Patterson, an original member of the executive committee that formed the group. He had been a director for 36 years.

Another old timer who paid tribute to the retiring board member was Joseph S. Hildreth, chairman of the Chilton Publishing Co.

Berkray Publishes Handbook

Berkray Corp., which claims to be America's largest maker of men's outerwear, is publishing a 48-page "Berkray Textile Handbook" describing the fibers, fabrics, finishes, trimmings, etc., used in the manufacture of men's apparel. The handbook will be published first in the March *Apparel Manufacturer*, and 20,000 reprints will then be distributed to store buyers, retailers, designers, libraries and schools.

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Copy deadline Wednesday noon 5 days preceding publication date. Display classified takes card rate of $15.50 per column inch. Regular card discounts, size and frequency, apply on display.

HELP WANTED

EXPERIENCED AGENCY COPYWRITER Fast-growing midwest agency offers good living, good working—plus an extra-good opportunity—to a facile writer of good copy for all printed media. If able to write TV material so much the better. Age secondary to ability and stability. Starting salary at least $7,200—and it goes a lot further in this friendly, medium-size city. Tell us why you're our man for this key post. Don't send samples until requested.
Box 7968, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BARNARD'S ALERT EMP. SYSTEM NATIONWIDE
BE SURE AT BARNARD'S
Adv. Art Publ'g Research
WA 2-2306 202 S. State Chicago

SALARY 5 figures. Salesman with customers or with contacts. We have the largest quality photo-engraving and offset plate making plant in Chicago. Please phone Mr. Sutte, DE 7-1277 or write for appointment. Jahn & Ollier Engraving Co., 817 W. Washington Blvd.

ADVERTISING SALESMAN—Young but experienced advertising salesman to sell space in New York, Pennsylvania and New Jersey for young but up-and-coming national trade paper. Salary and commission basis. State minimum starting income requirement.
Box 7965, ADVERTISING AGE
480 Lexington Ave., New York 17, N.Y.

Publication Advertising Manager: Must be top personal salesman. Agricultural background desirable. Office in New Orleans. Salary and expense arrangements. Must travel. Full experience record and references to Box 7967, ADVERTISING AGE.
200 E. Illinois St., Chicago 11, Illinois

We are looking for a gal in her thirties, preferably with media experience, to be supervisor of our estimate, contract, and order group for both print and broadcast media. This is a job in which you can grow with this AAAA agency.
Box 7966, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING & PUBLISHING
FOR ALL TYPES OF PLACEMENTS
GEORGE WILLIAMS - PLACEMENTS
209 S. State St. HA 7-1901 Chicago

PART TIME
PHOTO-LETTERING SALESMEN
The fastest growing producer of economy priced photo lettering is expanding its sales force. Added income opportunity for art, type, printing, & engraving salesmen. We desire salesmen in Chicago and all cities within a 500 mile radius. Ad-Photo Lettering, 122 W. Kinzie St., Chicago 10, Ill. Whitehall 4-5072.

BIRCH ★ Executive Placement Counselors
The Midwest's outstanding placement service for Adv. - Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CEntral 6-5670

EDITORIAL ASSISTANT
for
TRADE PUBLICATION
Young man, 28-35, college grad preferred. Applicants must have the following experience in consumer product trade publication: Editing, writing (including photo story work) and magazine production. Position includes writing, planning, editing features, magazine layout, production and make-up for company sales magazine. Salary to $6,600. All replies strictly confidential. Forward resume to Box AA 1158, 221 W. 41 St., N. Y.

Industrial Process Equipment Manufacturer Offers Unusual Opportunity

The man we want is too capable to be looking for "just another job." He wants the opportunity to grow with an expanding company; to take on responsibility as fast as he can handle it. He can become assistant advertising manager of our industrial division, if he has the ability. The man we want is probably a graduate engineer; or has the equivalent technical knowledge. He is not over 40 years of age. He can write easily and well on technical subjects. He has demonstrated this ability by writing technical articles for the trade papers, as well as product folders and specification sheets.
We want a top notch man and we are prepared to offer him a good salary with increases as he progresses, plus a complete package of employee benefits including a liberal pension plan. We believe that the biggest attraction for this man will be the opportunity of growing with a good company in a pleasant northwestern Ohio location.
Tell us all about yourself and your income requirements. Include a recent photo. All applications strictly confidential.

Box 641 ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

SALES OPPORTUNITY
We are looking for a man under 35 who can immediately, or after a short training period, sell and service local and national advertising accounts. We are located in Chicago and are the fastest growing company in the direct mail advertising field. The right man is assured an excellent future. Send full resume in confidence with first letter.
Box 7940, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL
SPECIALIST IN GOOD JUDGMENT
ANDOVER 3-4224
BANKERS BLDG. CHICAGO 3, ILL.

ARTIST. Growing display producer, midwest, not large city, needs fifth creative man with ideas, capable of quick color comps. Salary open. Write point-of-purchase exp. and ambitions.
Box 7961, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

High-type, experienced sales & marketing man will work your leads in Metropolitan Philadelphia. Write P. S. Keiser, 1729 Ridgeway Rd., Havertown, Pa.

ART DIRECTOR

For House Organ, Adv. Agency, Medium-sized Mfr. Prizes on work 2 out of 3 yrs. (3rd yr. ineligible). Acc'ts. largest in world. 23 yrs. big time, ace production. Chicago only. Available 60 days.
Box 7969, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

Wanted publisher's rep to share office and secretarial services with two publisher reps with air conditioned office near Grand Central. Available January. Telephone Murray Hill 7-5180.

MISCELLANEOUS

ARTIST WANTS LAYOUTS-CARTOONS-ILLUST. ON FREE LANCE BASIS. Well rounded background. Start to finish production- Ed. Del. 7-1247.

HOUSE ORGAN SERVICE
Tailor-made to your needs. Professional layout; features; your local news covered. EVERETT WALPE PUBLICATIONS. Wabash Valley Bldg., Peru, Ind.

IS THIS MAN WANTED BY YOU?
The following story is TRUE. Any similarity to living person is purely on purpose. Here are the facts:
Male, age 38, married, two children, hard-working, good-looking, pretty wife. Served as advertising manager, operated own advertising agency, served as sales manager of TV station. Can sell—and can handle men! Experienced in all phases of advertising. Personal interview will convince you. Available Jan. 1, 1956.
This man will track down greater profits for you.
Box 642, ADVERTISING AGE
480 Lexington Ave., New York 17, N. Y.

TOP LAYOUT-CREATIVE SPOT
Layout Artist with retail experience for one of America's finest Department Stores, midwest location. Wonderful opportunity for creative person. Send complete resume and a few good samples.
Box 643 ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Fine, Fast, Fairly Priced Photography
pics incorporated
photographers
DEARBORN 2-1062
187 N. LaSALLE, CHICAGO ILLINOIS
PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

MARKET RESEARCH
AGE 25–35
U.S.News & World Report has need in its advertising research division in Washington, D. C., for capable man to assume considerable responsibility for research planning and execution. Should have minimum of 2 full years of practical experience in public opinion and market research. Experience should include formulating and testing questionnaires, sample design, interviewing, setting up of codes and tabulating procedures. Also ability to analyze and report. Knowledge of IBM key-punch and card-counting sorter helpful. No traveling required. Send complete resume including salary desired to Director of Research and Marketing, U.S.News & World Report, 24th and N Sts., N. W., Washington 7, D. C.

Assistant to the Advertising Manager
A large national organization is in need of a man 22-30 with 1 to 2 years' experience in writing copy. This man who will understudy Advertising Manager should be college graduate with Advertising major. Excellent growth potential.
AMERICAN HOSPITAL SUPPLY CORPORATION
2020 Ridge Avenue Evanston, Illinois
UN 4-6050

"Our 45th Year"
TV COMMERCIALS $10,000
Agency experience in hard-sell, subtle & novel radio-TV commercials from 10-sec. to 5-minutes. All replies strictly confidential.
GLADER CORPORATION
"The Agency's Agency"
Stanley D. Koch, Dir. Adv. Div.
110 S. Dearborn CE. 6-5353 Chicago

This Week in Washington...

Four A's-ANA Film Impresses Weeks

By Stanley E. Cohen
Washington Editor

WASHINGTON, Dec. 22—A few days ago, Commerce Secretary Sinclair Weeks attended a private showing of the new American Assn. of Advertising Agencies-Assn. of National Advertisers film, 'Challenge to America." He was so impressed that his department subsequently joined in sponsoring a special screening for about 1,000 prominent business men and government officials.

Under Secretary of Commerce Walter Williams, who served as host at the big showing, urged business men to make sure that the film gets widespread distribution. He said Commerce Department's office of distribution intends to encourage further showings within government, including public showing throughout most of January, under the sponsorship of the patent office.

Even within business, Mr. Williams said, there is an amazing amount of "economic illiteracy." He explained that "Challenge to America" effectively explains the critical role distribution must play if the U.S. is to achieve the $500 billion economy it needs by 1965.

Note: The audience at Commerce Department's showing got special briefing on the part national magazines play in promoting efficient distribution. Some ingenious (but unidentified) friend of the magazines made sure all officials and business men attending the film received copies of a pamphlet, "How Magazines Contribute to Better Marketing," the text of a round table presented before ANA Nov. 1.

• • •

Free Competition? *When Federal Trade Commission says it believes in free competition, it means it—even when it comes to the conduct of its own business.*

Last Friday, it received a decision from Hearing Examiner J. Earl Cox scolding it for trying to serve as "legal adviser" to individuals who are in the market for health insurance policies. While he specifically explained that he does not advocate the "buyer beware" theory, Mr. Cox contended "a prospective purchaser should have a definite understanding of, or procure an informed interpretation of, any insurance policy before he buys it."

But on the same day, Hearing Examiner Frank Hier issued another health insurance decision which reached the opposite conclusion. The sheer quantity of language in a policy is per se confusing to the layman, he said. "The Commission must be more vigilant, more careful, and more stringent" in this field than in others, he said.

Both views go to the Commission for review, so eventually FTC may have to decide which approach it wishes to uphold.

• • •

Farm Census: Census Bureau is having its troubles with the censuses of business and manufactures, but the 1954 farm census is in good shape. Within the past few days, final bulletins were released in a series that gives farm equipment and production for each of 3,000 counties, 48 states, and the nation as a whole. With this big job out of the way, the farm census enters the home stretch—a series of state bulletins giving volume of production by crop (in dollars).

• • •

FCC Tools Up for Probe: *Makeup of the special staff assembled by the Federal Communications Commission for its oft-mentioned probe of radio and tv network operations dispels any impression that FCC contemplates any "once over lightly" treatment. Economists, lawyers and other experts brought together by Dean Roscoe Barrow (who will take time from the University of Cincinnati law school to direct the work) are top notch.*

Advertising's role in supporting stations and networks is a key phase of the investigation. Notice the fact that Dean Barrow retained as consultant on advertising and marketing Harry J. Nichols, who recently retired after 31 years as senior v.p. and part owner of Mumm, Mullay and Nichols, Columbus, O., agency.

• • •

'Conflict of Interest?' Former Federal Trade Commission Chairman Edward F. Howrey is under fire because his law partnership is representing one of the food chains involved in FTC's important new case testing the retailer's right to solicit special co-op advertising aid.

Mr. Howrey protests that there is no profit in the deal for him, because the client retained his partner. But foes make much of the fact that he quit FTC after two years instead of finishing his seven-year term.

Safeway Enters Fight Over D. C. Ban on Premiums

(Continued from Page 3)

of virtually any kind of premium offer in the District of Columbia, from Raleigh coupons to cereal boxtops.

Vernon West, corporation counsel of the District of Columbia, conceded that he was not certain at this time how widely the statute would apply to premium operations.

■ As a result of the revival of the law, one chain gives stamps only in its outlets in the Maryland and Virginia suburbs. Another redeems them in the District, but requires a 25¢ cash payment with the stamps in order to show that the customer has "paid" for the merchandise.

Upheld at least three times by court decisions shortly after the turn of the century, the law makes it a crime to offer any gift in conjunction with the sale of real estate, merchandise or admission tickets.

JWT Appoints Mashbir

Forrester Mashbir has been appointed director of the tv-radio department of J. Walter Thompson Co., San Francisco office. Mr. Mashbir formerly was staff director at KPIX-TV, San Francisco. He succeeds Kalman Phillips, who has been transferred to the agency's Los Angeles office.

FTC Sets Feb. 8 Meet on Code for Health Insurers

(Continued from Page 3)

they will appeal Mr. Lipscomb's ruling and ask the commission to order the hearings to resume.

Under FTC procedure they have 10 days in which to appeal his ruling. Mutual of Omaha will have 10 additional days in which to answer their appeal.

■ FTC's decision to call a trade practice conference on health insurance advertising came as the commission faced a series of adverse decisions limiting its authority to supervise insurance advertising (AA, Dec. 19).

Under the legal position taken by insurance companies, and supported by hearing examiners in three recent decisions, FTC's role in the insurance field is limited to instances where companies sell through agencies in states that have no local control over health and accident insurance.

■ Since 44 states have insurance regulations which comply with the requirements of the federal insurance control law, FTC finds itself confined to cases where companies operate in the four remaining states and the District of Columbia.

In the past year FTC has issued advertising complaints against 41 companies in the health and accident insurance business. Only four have accepted consent settlements. Most of the remainder are resisting FTC and questioning its jurisdiction.

While the industry's legal doctrine still has not been tested in court, the commission last week announced that it was calling the forthcoming conference in order to reach a speedy solution to the problem.

HAPPER PAYNE

RUSSELLVILLE, KY., Dec. 20—Happer Payne, 68, former director of research and promotion for *Good Housekeeping*, died in his home here Dec. 18. He had been ill several months. Mr. Payne had been associated with *Good Housekeeping* for 16 years in Chicago and New York, the last 12 as director of research and promotion. More recently he had been associated with National Canners Assn., Washington, D.C., where he developed a program of standards for the descriptive labeling of canned fruits and vegetables. Mr. Payne directed the business-education program of Super Market Institute, Chicago, prior to his retirement more than two years ago.

RAND J. DUSTMAN

VERO BEACH, FLA., Dec. 20—Rand J. Dustman, 65, former newspaper man and retired member of the public relations staffs of the Kudner Agency and Erwin, Wasey & Co., New York agencies, died here Dec. 18. He began his career with the *Ohio State Journal*, Columbus. He later worked for the *Columbus Dispatch* and the Associated Press. In 1930, Mr. Dustman joined the public relations staff of Erwin, Wasey in New York. Five years later he joined Kudner and remained with that company until he retired in 1952.

NATHAN H. GOLDENBERG

CHICAGO, Dec. 20—Nathan H. Goldenberg, 50, sales manager of the Music Center here for the past seven years, died Dec. 17 in Michael Reese hospital. Mr. Goldenberg formerly was classified advertising manager of the *Chicago American*, and also worked for the old *Chicago Sun* and Kuttner & Kuttner Inc.

New Sales Help Radio Nets End Year in Style

(*Continued from Page* 2)
radio, has bought segments of the Crosby song session two days a week one week and three the next. Featured product will be the Rusco storm window. McCann-Erickson is the agency.

Milner is buying segments of Crosby and the "Amos 'n' Andy Music Hall." Gordon Best Co. handles this company, which is already a Saturday daytime sponsor on CBS Radio.

ABC's biggest tv money maker, Walt Disney, attracted his first radio sponsor this week. Swift & Co. bought five minutes of Disney's radio show, "Magic Kingdom," through McCann-Erickson.

Impressive as new business is, ABC is equally jubilant over a whopping renewal from Texas Co., which signed a new contract for its weekend news package. Texaco has been presenting 22 five-minute news summaries on Saturdays and Sundays over ABC since April. Kudner Agency placed this business.

The "Breakfast Club," which was sliced into five-minute sales packages when its last regular advertiser cancelled some time ago, is nearly two-thirds sold out under the new plan. Latest to join the show's list of sponsors were Standard Brands (Ted Bates & Co.), Rexall Drug Co. (BBDO) and Magla Products (Edward Lieb Advertising).

As of Jan. 2, Pharmaco (DCS&S) will sponsor "Whispering Streets," a daytime drama, on Mondays, Wednesdays and Fridays.

■ ABC also can take pleasure in the fact that the merged AFL-CIO will keep most of the radio time the two labor groups used to buy separately. Edward P. Morgan, whose five-a-week 15-minute newscast was presented by the AFL, will be sponsored by AFL-CIO.

John W. Vandercook, who gave a five-a-week 15-minute newscast under the auspices of the CIO, also will be sponsored, but his time has been cut to five minutes. Only other change: the two newsmen switch time periods.

This is a slight billings plus for Furman, Feiner & Co., which had the old AFL account. This agency is placing both shows. Henry J. Kaufman & Associates was the agency on the Vandercook broadcast when it was backed by the old CIO.

■ Not such a happy picture is presented by the ABC account book for "New Sounds." This nighttime programming service, which takes up the peak Monday through Friday hours, has yet to snare its first advertiser. Some of the time is sold in the 7:30 to 10:30 p.m. block, but these are old shows of the traditional sort, which already had sponsors when the new format went into effect.

NBC Radio is having better results with its daytime radio entertainment. "Weekday," the Monday through Friday offspring of "Monitor," has seven sponsors.

"Monitor," which found eight hours of overnight programming unprofitable and cut them out, continues from 8 a.m. to 12 midnight, EST, Saturdays and Sundays, with 12 participating advertisers.

EYE-CATCHER—*A portion of a new three-dimensional outdoor bulletin is compared with the original drawing by Rudy Betcher, art director, Naegele Advertising Co., Minneapolis; Emmett S. Jaques, consumer advertising manager, and James Wendell, outdoor manager, Blatz Brewing Co. Cream City Outdoor Advertising Co., Milwaukee, will erect the sign.*

2-Month 'Vacation' Settles Kahn-Brown Agency Switch Suit

(*Continued from Page* 2)
Kahn announced that he was dropping his action against all of the defendants, "in consideration of Jerome Brown's willingness to abide by the terms of his original contract of employment with the Kahn agency."

By this time, however, more than ten months out of the one-year prohibition in Mr. Brown's contract had already elapsed.

So this is why when you call up the Levine agency today and ask for Mr. Jerome Brown, the switchboard girl says: "I'm sorry, Mr. Brown is out of town until Feb. 8."

Teleflex Advances Two

Robert A. Gilbert, formerly executive assistant, has been appointed manager of marketing research of Teleflex Inc., North Wales, Pa., manufacturer of mechanical remote controls. At the same time, H. W. Miller was promoted from supervisor of advertising to the new post of advertising manager.

Tom Jones Parry, Veteran Seattle Adman, Dies at 61

SEATTLE, Dec. 20—Tom Jones Parry, 61, one of the best known creative advertising writers in the Pacific Northwest, died Dec. 16 of a heart condition. He was stricken shortly after he presented new advertising plans to a group of business men.

Mr. Parry was associated with the Western Advertising Agency here for many years. Last Nov. 1 he and Howard W. Ryan formed a new agency, Ryan & Parry.

A versatile writer, Mr. Parry wrote screen plays, two shows on Broadway, numerous articles in business papers and non-fiction articles for *Esquire* and *Harper's Magazine*. He was a past president of the Advertising & Sales Club of Seattle, and of the Washington State Press Club. He also served as a member of the Washington State Tuberculosis Hospital commission.

Mr. Parry was the son of the late Will H. Parry, city editor of the *Seattle Post-Intelligencer*, and former member of the Federal Trade Commission.

HARRY W. MUSSELWHITE

SAN LEANDRO, CAL., Dec. 20—Harry Webster Musselwhite, 87, who served as a Michigan congressman in 1933-34, and who was a newspaper man for more than 50 years, died here Dec. 14 after a short illness. He left behind his own obituary in an envelope marked, "Data for special occasion."

Mr. Musselwhite began his career in 1904 as a feature writer on the *Grand Rapids Herald*. He was editor and publisher of the *Daily News Advocate*, Manistee, Mich., from 1915 to 1928.

He also worked for newspapers in Detroit, Chicago, Terre Haute, Ind., and St. Louis. He was a former supervisor of the federal census in Michigan and a member of the Michigan State Hospital Commission. He moved to San Mateo, Cal., on retirement 18 years ago.

WILLIAM E. PAYNE

WAUSAU, WIS., Dec. 20—William E. Payne, 46, advertising manager for the daily *Wausau Record-Herald*, was fatally injured Dec. 15 when his car pinned him against the garage at his home. Police theorized that the car may have started to roll down a steep driveway at his home and he had been caught by the auto when he tried to stop it.

Mr. Payne was employed in the advertising departments of the *Milwaukee Journal* and later at the *Milwaukee Sentinel* before coming here in 1935. He was named advertising manager in 1937. He had served as president and secretary of the Wisconsin Advertising Managers' Assn., and was a member of the Inland Press and the Newspaper Advertising Executives Assn.

IRVINE J. KAMENS

NEW YORK, Dec. 20—Irvine J. Kamens, 43, prominent artist who worked for many of the leading advertising agencies as well as in the fine arts, died Dec. 15 of a heart ailment in Dobbs Ferry Hospital. He was also art director and consultant for Lester Rossin Associates, an advertising art service.

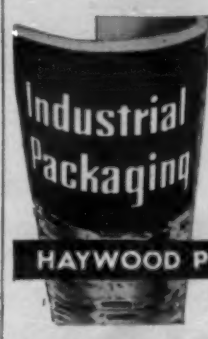
Mr. Kamens' advertising art ranged from fashions to locomotives. He painted posters and did institutional advertising art work for *Life* and *Fortune*, painted covers for *Men's Wear* and the *Reporter* and contributed to many outstanding advertising campaigns. He received awards at the New York art directors shows for his semi-abstract paintings of a faucet for Lederle Laboratories, a hand turning a radio set for WABC, abstract shapes for Continental Can Co. and a flower cart for Imperial Wallpaper Co. In a poster for Bulova he portrayed watches growing on trees, and for a Louis Armstrong poster he used a Negro blasting a hot trumpet, with red flames belching forth.

Born in Russia, Mr. Kamens was brought to the U.S. at the age of five. During World War II he worked in London for the U.S. office of war information.

DOROTHY HOPE SMITH

WESTPORT, CONN., Dec. 20—Mrs. Dorothy Hope Smith Barlow, 60, commercial artist and portrait painter, who drew the baby that appears on containers of Gerber's baby foods, died Dec. 16 at her home here. Mrs. Barlow, who always signed her work, Dorothy Hope Smith, was the wife of Perry Barlow, also an artist.

She was well known in the advertising field for a series of baby portraits she did in the 1930s for Procter & Gamble Co., which were used for advertising Ivory soap, under the slogan "The modern Ivory baby." P&G presented a silver plate to Mrs. Barlow in 1954 for this work. Mrs. Barlow did the Gerber baby portrait in 1928 and submitted it in a Gerber competition. Born in Washington, D.C., Mrs. Barlow studied at the Chicago Art Institute and later at the Art Students League in New York, where she began her career.



different
because it is a specialized magazine serving the specialized needs of a big specialized field..
★ send for market story, sample copy
HAYWOOD PUBLISHING CO
22 E. HURON ST.
CHICAGO 11, ILL.

Stickin' Around with KLEEN-STIK

KLEEN-STIK is a Hero!
Got a *tough* P.O.P. display or label problem? KLEEN-STIK to the rescue! This hard-workin', self-stickin', easy-to-use adhesive does *much more* than just sit around and look pretty—it rolls up its sleeves and "pitches in" to *make sales* . . . like this:

T-V Hero for TEK

TV hero Wild Bill Hickok switches from six-shooters to toothbrushes in this ingenious holder for TEK-HUGHES CO., N.Y. Real holsters of formed aluminum are fastened to the colorful plastic-laminated photo. Kids break out the die-cut figure and attach it firmly to bathroom wall or medicine cabinet—with KLEEN-STIK, of course! For creating and producing this rootin', tootin' idea, we salute the "hands" at CARTER & GALANTIN, Chicago display specialists: HENRY CARTER (Pres.), ED BOLDUC, JR. (N.Y. Mgr.), and CHUCK FORSEBERG (Art Dir.) . . . in "cahoots" with TEK Ad Dir. VINCE BRUNELLI and Asst. Dir. BILL TIEFENWERTH.

"Hypo" for Sales
Hypodermic needles took on a "new look" when MIZZY, INC., of Clifton Forge, Va., packed theirs in transparent plastic cartridges. To identify the contents, EVER READY LABEL CORP. (of Belleville, N.J., Chicago, and N.Y.C.) came up with this unique dual-purpose "Red-E-Stik" label, produced in rolls for automatic dispensing. WARREN VIEROW, Ever Ready's Ad Mgr., points out how the KLEEN-STIK adhesive not only holds the label on *tight*, but also enables the little tab to *re-seal* the sliding cover after each opening!

Be a hero *yourself*—by giving your P.O.P. material the "needle" with KLEEN-STIK. Your regular printer or lithographer will gladly show you his collection of successful examples . . . or write for our valuable "Idea-of-the-Month"—it's *free!*

KLEEN-STIK PRODUCTS, INC.
7300 West Wilson Avenue • Chicago 31, Ill.
Pioneers in pressure sensitives for Advertising and Labeling

LIBEL PIRACY PLAGIARISM COPYRIGHT PRIVACY
Touchy readers get ideas that Advertisers or Agencies have invaded their rights. When a claim is filed, you need our
INSURANCE
devised especially to take the sting out of these cases. It's surprisingly inexpensive and it does the job adequately.
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

why
IT'S IMPOSSIBLE TO SELL CANADA WITH U.S. PAPERS!

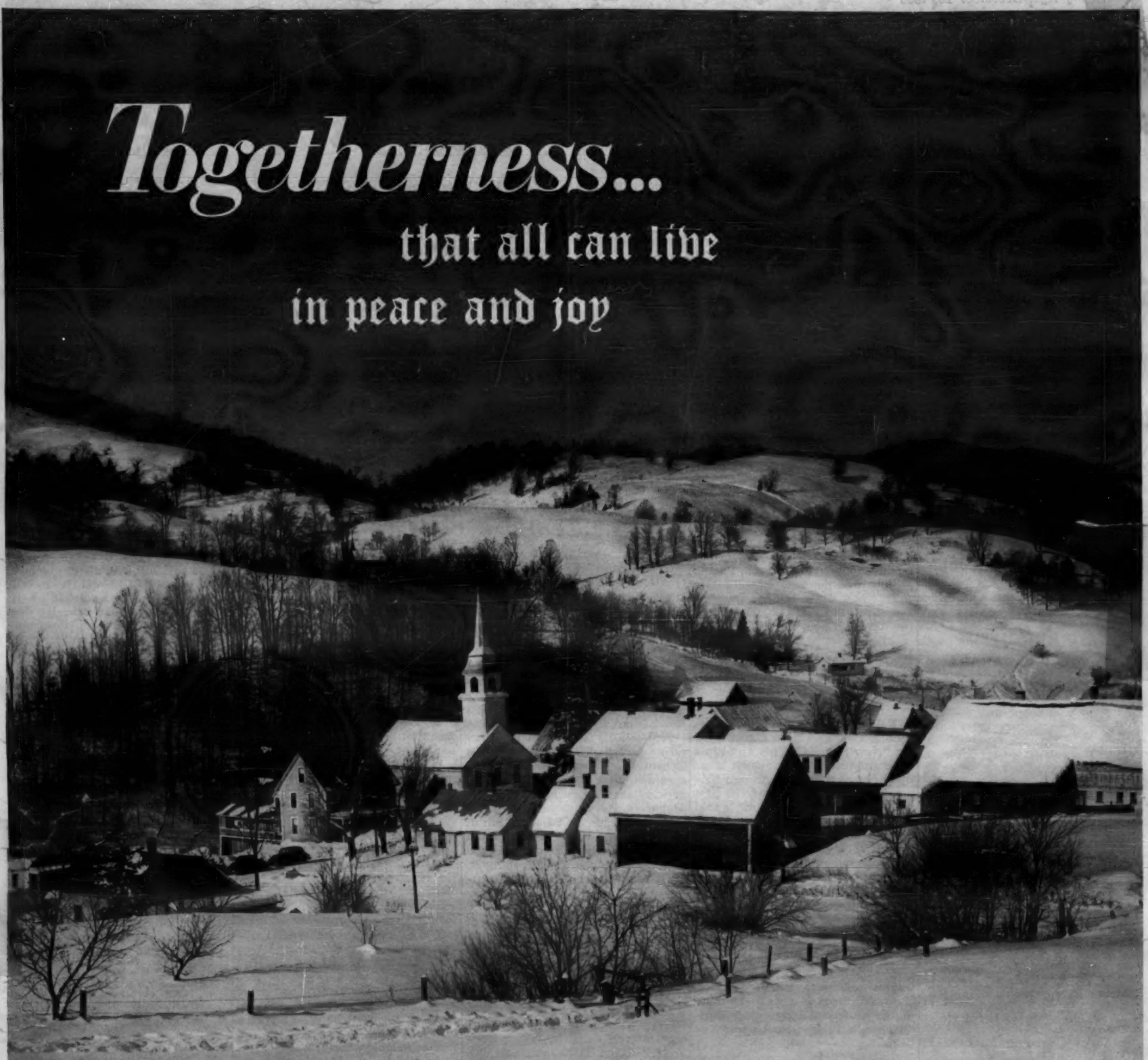
Canada is a national market —actually nine major markets — reached only through national Canadian business publications. The recent survey* made for the 105 member BNA publications tells you who reads Canada's national business media, how much they read and action taken. Write to-day for this complete story of 105 Canadian Business publications.

*Gruneau Research Bulletin 1951 on request

BUSINESS NEWSPAPERS ASSOCIATION
137 WELLINGTON ST. W., TORONTO, CANADA

Togetherness...

that all can live in peace and joy



At this time of year, families . . . and communities . . .
become woven closer together than ever before.
For at Christmas time, Togetherness . . . the spirit of family fellowship . . .
reaches its warmest expression. It shines out of
children's eyes around the tree, it's in evidence at the family table,
it assumes its deepest meaning at holiday services.
As a magazine dedicated to this spirit all through the year,
McCall's greets the many women and their families who have
helped us to become recognized as America's magazine of Togetherness.

McCall's

The Magazine of Togetherness